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LAUNDRY JOURNAL

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JANUARY, 1953



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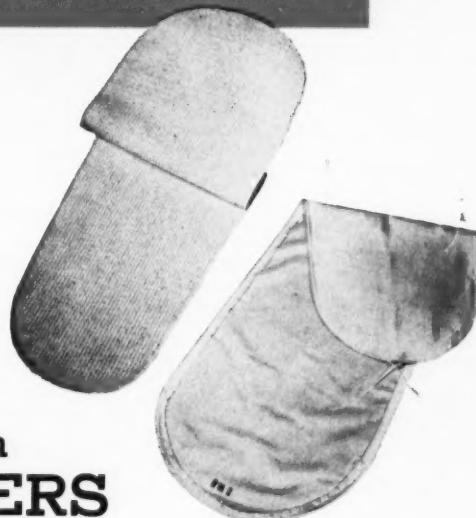
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The Cover

There seems to be no specific reason for choosing this month as the one in which to use a cartoon by Lou Bellew as the cover illustration. But we've been saving this one ever since last fall, chuckling over it every time we looked at it and now we've decided to let everyone enjoy it.

Of course, it could conceivably be used as a teaser for Phil Greene's story about Salem Laundry's shirt campaign on page 7 but that, it seems to us, would be a bit far-fetched. Also, it might be used as a page opener for the first in Midge Rescheter's series of Primer articles on page 16, inasmuch as this entire series is to be devoted to finishing operations and the first item to come under the microscope is shirts.

Maybe it's just because the cartoon struck us as funny. That should be reason enough these days, what with all the serious problems laundryowners are facing. Let's just let it go by remarking that we've never had a cartoon on the cover before, this one struck us as good enough to merit the spotlight and it seems appropriate to start off the new year with a good laugh. At least, we got a laugh.

The story of Queen Quality Laundry's new quick-service plant in Detroit appears on page 8. In visiting this plant we were impressed by several things. By far the most impressive was the freedom with which Sam Baker and his sons discussed the facts and figures of the new operation. Not by way of seeking glory for themselves but solely in a genuine spirit of wanting to help other laundryowners, they laid all the facts before us.

The family laundry business is not too rosy in Detroit, one of those large industrial cities where the labor unions have made it tough for the laundryowners. But, as Fred McBrien noted in his valedictory a year ago last summer, (STARCHROOM, August, 1951, page 4), in almost every town there are laundryowners whose business is not good and, in those same communities, there are those for whom things are not too bad. The Bakers fall in the latter category but, let us assure you, not by accident. They have found a sound management formula, they were willing to give us all the facts and we are happy to pass them along to you.

All of which reminds us that one of the primary functions of a trade journal is to pass just such information along to its readers. This we earnestly try to do but it's not always as easy as it was in the case of Queen Quality. There still seems to be some reluctance on the part of some laundryowners to divulge all the facts and figures. If all of them would give us just a little more, as the Bakers did, all of our articles would be more factual and all members of the industry would benefit thereby.

Do you agree?—Jim Barnes

NED WINTERSTEEN general manager

JAMES A. BARNES editor

GERALD WHITMAN managing editor

LOU BELLEW associate editor

GENE BENNETT associate editor

ROLLIN NELSON art editor

JOSEPH C. McCABE engineering editor



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LET THE SCORE

SPEAK FOR ITSELF!



"I DID!" says ALBERT A. COUTU

"I've been using PRIME SOHP for 10 years. I like the way it simplifies my washing formula. Clothes come out snappy and bright on every load. I'm still using PRIME SOHP. Need I say more?"

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Pawtucket, Rhode Island*

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Do it right here on this advertisement. Fill in the blanks yourself with "YES" or "NO" according to your own experience and let the chips fall where they may!

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WHITER, BRIGHTER
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OR YOUR MONEY BACK!**

CHARACTERISTICS	PRIME SOHP		YOUR FORMULA	
	YES	NO	YES	NO
1. Produces sparkling clean, low cost washes every load.	X			
2. Product homogenized, every grain is built the same.	X			
3. Custom-made soap and active alkali always in perfect balance.	X			
4. Works well in hot or cool water.	X			
5. Automatic in action, suds in sight — wash is right.	X			
6. Can be used dry to the wheel or in solution.	X			
7. Free rinsing.	X			
8. Simplifies your washing formula.	X			
9. Eliminates the need for time consuming servicing.	X			
10. Stops waste of money, motions, and materials.	X			
11. Can be used straight thru on all operations.	X			
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13. High whiteness retention — low tensile strength loss.	X			
14. Sold with absolute money-back guarantee.	X			
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NO RISK
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PLEASE SHIP ME _____ 100 LB. BAGS OF PRIME SOHP

THROUGH MY JOBBER _____ (FILL IN JOBBER'S NAME)

MY NAME _____

FIRM NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

PLEASE HAVE YOUR REPRESENTATIVE CALL.

Manufactured exclusively by BEACH SOAP COMPANY, LAWRENCE, MASS., makers of Beachrite, Coldspray, Polarsudz, Fluorium, White Cap Blue
QUALITY SINCE 1828

Starchroom Editorial

A New Opportunity

Laundryowners right now, this winter, have an opportunity to help start American business, especially small business, toward a new era of solid and profitable advancement. As individuals, and through their national and local associations, they can take a simple, direct action to insure their future.

A new congress has met, and a new administration has taken over. Both will be anxious to insure their own political futures, by responding to the wishes of small businessmen, and by producing legislation that is sound, workable, and genuinely effective.

Over the past 20 years, laundryowners have learned the hard way what deleterious effects (to put it mildly) are brought about by direct government action in the sphere of small business. But will they accept the responsibilities they must now assume in order to insure that the minds and hearts of the new men in Washington may be strengthened so that this month may mark the beginning of an era of good feeling rather than a temporary shift in the political winds?

It must be kept in mind that although General Eisenhower's victory was of landslide proportions, it was a personal triumph. His party barely gained control of the legislature. In fact, an inopportune death or two, in either house, could create a situation whereby the party would lose their slim control.

Furthermore, in order to be effective in many domestic matters, the executive must rely upon a continuance of the Northern Republican-Southern Democratic alliance. Although it has worked in the interests of business and industry before, it can be seen that no one political party received a clear mandate from the people last month, and government by such an alliance is very unstable.

Business did not receive a complete release from the threat of further government encroachment in its affairs. All it got was an opportunity—an opportunity to work temporarily (maybe only until the next congressional elections) in an atmosphere free from suspicion and harassment. This opportunity must be used intelligently by all laundryowners, without greed or excesses. Otherwise, it will disappear—maybe forever.

The one field of government action which hits the laundryowner hardest and which has been mentioned in these columns frequently in the past is that involving present controls over prices and wages.

Last September the various trade associations for the textile maintenance industries filed with the Office of Price Stabilization an application for removal of these controls. On November 6th, OPS denied the petition but gave no reason for the denial. A month later, in response to a request for more information, the Washington Activities Committee of the industries received a letter from the acting director of OPS stating, among other things, that decontrol was denied because the volume of sales of these industries was so great that they were major factors in the cost of living. Another reason given was that relief provisions were so quick and liberal that price control created no hardships upon any units of these industries. Neither of these assertions is true.

The facts were set forth clearly in the petition for decontrol. The petition, of necessity, was prepared in

the legal language required by the government authorities and does not make particularly easy reading for the average laundryowner.

A more lucid exposition of the facts, to the layman, may be found in the December issue of *Carruther's Bulletin*, a monthly publication of the professional accounting firm, John Carruthers & Co., Inc., 80 Boylston Street, Boston, Mass. Interested laundryowners may receive a copy of this bulletin upon written request to that office.

In reply to the first assertion, it points out that the 6,395 power laundries with annual sales of \$835,964,000 or an average of \$2,514 per week, definitely constitute small business. Assuming a national population of 146.6 million, we have average laundry sales of \$5.70 per year per capita. Assuming that prices may increase not more than 10 percent after decontrol (based on the actual experience among Carruther's clients one year after controls went off in 1946), the per capita increased annual cost of laundry service may be as much as 57 cents, or the price of less than three packages of cigarettes per year.

In reply to the second assertion, the *Bulletin* states that, "except for the comparatively small number of union plants in which labor contracts are negotiated at infrequent intervals, increased labor costs are gradual but constant. It is necessary to wait for a full year's experience before applying for relief. Then a stalling period begins which may extend from one to three months. Such relief as may be granted, restores the profit position to about half pre-war levels. As a result, the profits of laundries generally are going down, which tends to disprove the assertion that no hardship exists."

Granted that the present law expires next April 30th, and granted that the new legislature *may* resolve to let controls lapse before that time, where does the opportunity for laundryowners come in?

It comes in here. The new congress will not contain a single Senator who has ever served in the Senate under a Republican President; and only 14 Republicans in the lower branch have ever served under one. These men need the help of all businessmen to legislate in a way that is not harmful to the national economy. That kind of help can come from laundrymen who see that the story reaches them direct. A copy of this bulletin, placed in the hands of your congressman, could be your start.

These men must be impressed with the fact that controls which do not apply with equal force to both wages and prices are not really controls at all. This battle is not won. It has just begun. Stand-by control legislation is about to be written. It should be written in an equitable manner, providing only for use under conditions of dire emergency. Only in that way can we pre-empt a condition whereby the controls bureaucracy can come back to feed on our taxes again.

The opportunity lies not only in matters concerning price and wage legislation. It lies in the whole, broad field of government activities. Laundrymen must accept it, along with other small businessmen, in these other spheres, too. Otherwise, the "new era" will be a very short-lived affair and the advocates of a socialistic economy shall be returned to power—maybe for good.

FASTEST HANDLING METHOD KNOWN



120 SHIRTS
PER HOUR

BISHOP DRES'N'SPORT
PEDESTAL-MOUNTED
SHIRT FOLDER, MODEL
B1-32, ONLY \$299.00.
DeLuxe Cabinet Type
(illustrated) slightly higher

THESE BISHOP UNITS PAY
FOR THEMSELVES BECAUSE
THEY CUT HANDLING TIME
AND COSTS

50%

Sort Anywhere
in the Plant

Save Walking . . .
Save Space . . .
Save Labor . . .

Let in Light
and Air

Makes Sorting
Simple and
Effortless

BISHOP SORTER-TRANSPORTERS IN 2 TYPES, 2 SIZES

For shirts: Each bin 10" wide, 15" high, 18" deep. Model B29-3 (15 bins), 54" long, 54" high, \$109.50. Model B29-20 (20 bins), 54" long, 70" high, \$124.50.

For wearing apparel: Each bin 13" wide, 15" high, 18" deep. Model B29-8 (15 bins), 69" long, 54" high, \$120.50. Model B29-21 (20 bins), 69" long, 70" high, \$131.50.

Steel rod construction on angle-iron frame with 3" Neoprene swivel wheels.

THEY GIVE YOU
MORE PRODUCTION . . .
MORE QUALITY . . .
MORE PROFITS

From folding to sorting, you turn out more work of finer quality, faster, easier and at less cost with these industry-proven BISHOP products. With a BISHOP Shirt Folding Table you can break the shirt-unit bottleneck . . . produce 120 perfectly-folded, collar-molded shirts every hour. When you have a BISHOP ShirTransport (either 50- or 100-shirt size) at each folding table, you cut out extra handling that destroys quality, wastes labor, adds to cost. As each shirt is folded, operator places it directly into the ShirTransport which, when filled, is rolled to the sorter—swiftly, safely, effortlessly. Just one laying-down, one picking-up, of every shirt. Then, for quickest sorting in least space, use BISHOP Sorter-Transporters. They eliminate dark, dirty, fixed bins . . . save miles of walking, hours of time.

BISHOP
ShirTransport
for 50
Shirts

BISHOP
Sorter-Transporter
for Shirts

BISHOP ShirTransport for 50 or 100 Shirts

Model B29-50 (50 shirts), 23" wide, 19" long, 2 sections 30½" deep hold 25 shirts per section, height 51". \$33.50 each in lots of 6; \$34.50 each in lots of 3; single unit \$35.50.

Model B29-100 (100 shirts), 43" wide, 19" long, 4 sections 30½" deep hold 25 shirts per section, height 51". \$51.50 each in lots of 6; \$52.50 each in lots of 3; single unit \$53.50.

Steel rod construction; 3" Neoprene swivel wheels. Units fold in 3 seconds to 1/5 open size for out-of-use storage.

G. H. BISHOP CO., CHICAGO.



Order Now FROM YOUR SUPPLIER

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BIGGEST Labor- Saving Combination

YOUR MONEY CAN BUY

Troy Fullmatic Washers and 54" Olympic Extractors bring you a new high standard in laundry operating efficiency. Reduce your labor costs . . . save valuable hours . . . by equipping your laundry with these automatic Troy machines.

Ask your Troy representative or write the factory for illustrated catalogs.

Troy

LAUNDRY
MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

World's Oldest Builder of Power Laundry Equipment

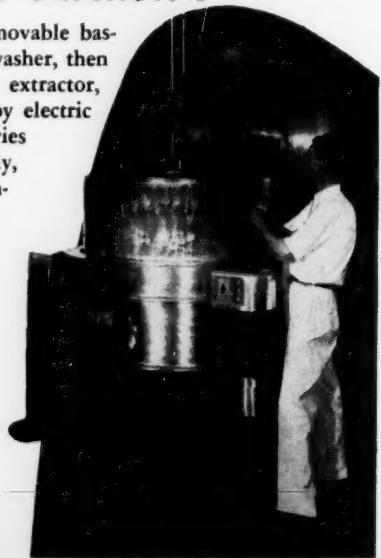


New Troy FULLMATIC® Washer

This first *truly* automatic washer follows any formula — just set it and forget it. Fullmatic Control automatically regulates water temperature and fills washer to correct level for each washing operation . . . automatically injects exact amount of soap required for soil content of each load . . . adds measured amounts of other supplies when needed . . . regulates the number and length of rinse operations . . . times each operation exactly, then drains machine . . . starts new operation . . . indicates washing progress by pilot lights . . . flashes 'finish' light and rings bell at close of operation. Fullmatic washers are equipped with Troy's popular "Slyde-Out" feature for easy unloading at low cost.

Troy 54" OLYMPIC Extractor

Equipped with two semi-circular removable baskets. Baskets are loaded right at the washer, then travel by overhead monorail to the extractor, where they are lowered into position by electric hoist. After extraction, monorail carries baskets to tumblers or damp assembly, where contents are dumped by simply unlatching the container bottom. Olympic Extractors have automatic process timer and brake, stainless steel baskets, and air-operated stainless steel cover.



Ad Campaign Boosts Shirt Volume 30 Percent

Volume problem solved by consistent advertising of popular service

By PHIL GREENE

HERE IS THE CASE of an old, established New England laundry that found itself in a predicament shared by too many of the nation's plants—not enough volume. Although there is nothing unusual about the predicament, the manner in which the Salem Laundry, Salem, Mass., went about overcoming it is of considerable interest. In a nutshell, the management decided what type of volume it wanted, saw to it that the plant was equipped to handle this volume, and then went out and got it through a newspaper advertising campaign. Salem's newspaper ads were not only good enough to bring in the volume, but were cited for special recognition by the American Newspaper Publishers Association.

Salem's president, Harold P. Parker, and general manager L. P. Benet decided to go after shirts. By concentrating on this service, they hoped to pull in other services as well—flatwork, drycleaning, full-finished, etc.

Until about two years ago, Salem had definitely not been what you might call an advertising-minded plant. They had tried sporadic newspaper and radio ads of the institutional type, and the response had been about what you might expect, practically nil. Although sales volume was holding its own dollarwise, tonnage volume was not. The plant was, and is, operating 18 routes and two branch stores in a relatively small but heavily populated trading area on the North Shore of Massachusetts.

The plant's shirt finishing equipment consisted of two antiquated units which were completely inadequate to handle the volume management had in mind. Accordingly, two modern three-girl units were purchased and operators were carefully trained. Quality was to be stressed as well, and it is important to note that Salem made sure that the means of producing the service were completely worked out before the campaign began.

Then came the problem of where to place the ads. Radio was rejected because the big Boston stations attracted most of the local listeners, and the plant was not interested in volume from the whole Greater Boston area. The local Salem paper, however, had some in-

New!
"PREMIUM"

SHIRT LAUNDERING SERVICE

GUARANTEE

The finest shirt-laundering job you've even seen—or your money refunded

- ★ Every shirt laundered to perfection—beautifully finished
- ★ Collars reversed when needed at no extra charge
- ★ All buttons replaced when broken or missing

5 SHIRTS for \$1 22^{ea}

Salem LAUNDRY

MARBLEHEAD SALEM 1340

LAUNDRY DRY CLEANSING STORAGE

Ad reproduced in actual size

teresting statistics to show. Salem has 11,500 homes and the paper went into over 10,000 of them. No one could ask for more complete coverage than that. In addition, the paper had a circulation of 12,000 outside of Salem, but yet, for the most part, within the laundry's market.

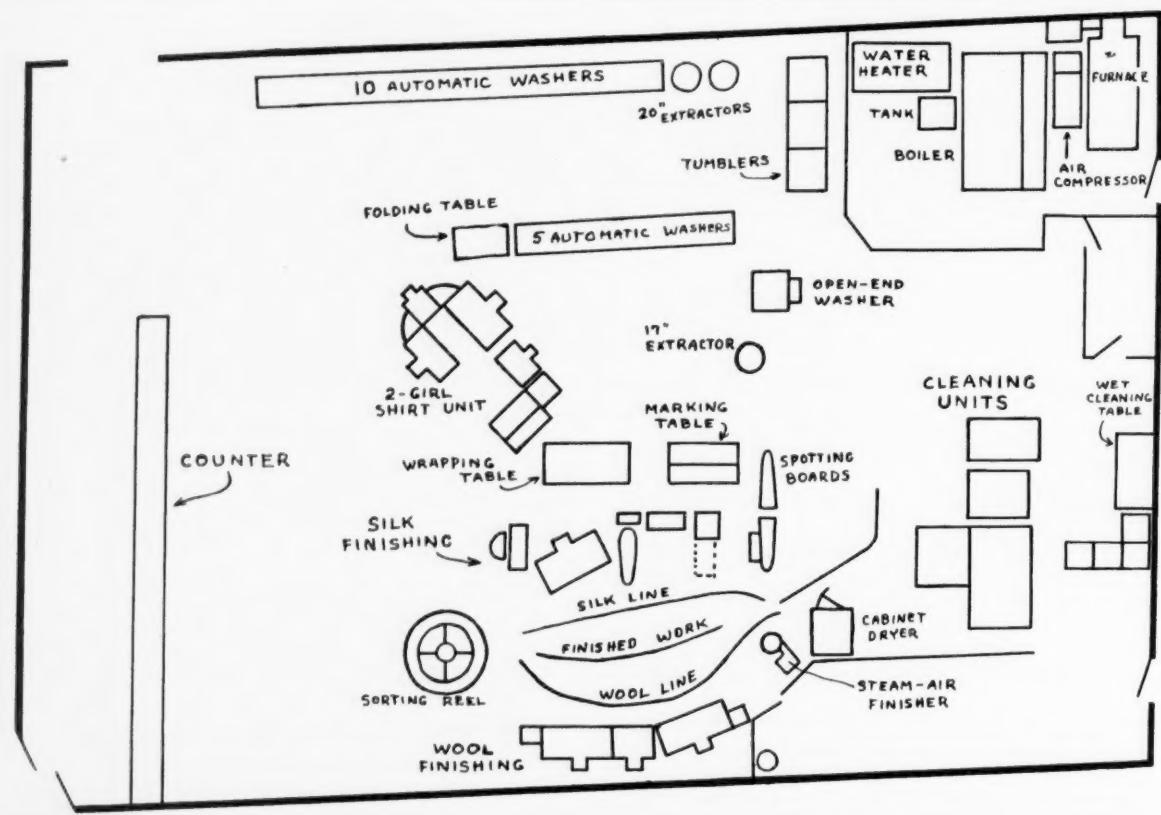
So, because of the particular situation in the Salem area, the plant decided to concentrate most of its advertising expenditures on the Salem News. A somewhat smaller allotment was made to another newspaper in nearby Beverly having a circulation of 6,200.

Most of the ads were scheduled for Saturdays—and this for a dual reason. Monday is traditional washday in New England, and whether housewives "do it" or "send it"—Monday in the main, is the day. On Saturdays, too, the laundry was not competing with heavy retail advertising in crowded papers and more could be accomplished with smaller space.

The advertising caught on. It was neither sensational nor costly. Using a common-sense theme and working only with stock newspaper art services and limited newspaper typography, it accomplished its purpose.

They started out by using the AIL shirt program, for which Mr. Benet reported good results. Then, deciding to try their own campaign, they engaged the services of a professional advertising man in town recommended by the newspaper. Working with the expert, they came up with a series of ads that has, in less than two years, increased Salem's shirt volume by 30 percent. The laundry is now producing an average of 11,000 shirts weekly, and reached a peak of 13,000 to 14,000 last

(Continued on page 30)



Above: Floor plan of new plant shows layout of productive equipment, power plant and sales counter. Note that quick-service laundry department is partitioned off from rest of plant, giving customers free access to equipment as they enter. Below: Exterior of plant strategically located on main thoroughfare leading into metropolitan Detroit

The Bakers Tell The Facts

New Plant Breaks Even In Six Months

By JAMES A. BARNES



Frankly preparing to subsidize their new operation for a full year before breaking even, the Bakers found themselves making money in half that time. The following article tells how they planned the plant, devised services their customers wanted, and "went to town."

THE UNVARNISHED FACTS about the quick-service plant opened last May by Queen Quality Laundry, Detroit, are of interest to laundryowners in other communities who may be considering similar installations.

When we were there owner S. P. ("Sam") Baker and his sons, Ernie and Morton, gave freely of their time and statistics in order that other operators might benefit from their experience. Here's what we learned.

Queen Quality's original plant in downtown Detroit was doing a good volume of family laundry business and still is. They operate 12 profitable routes. Drycleaning, farmed out to a local wholesaler, was only averaging 10 percent of total sales and the Bakers wanted to increase it. They also wanted to process their own but there was no room in the plant for a drycleaning department. Also, there was no room for adding on to the building.

Secondly, the Bakers were anxious to get their share of the untapped potential laundry market in the greater Detroit area. They knew that the city was experiencing a tremendous growth and that new homes were being built by the thousands. They also knew that the owners of most of these homes were good prospects for laundry service provided they were offered a type of service which met their convenience at a price they could afford to pay.

Last January they located a recently-completed brick building which was originally designed for a supermarket in Lincoln Park, a "down-river" suburb of about 3,500 population. The whole area had grown up since 1948. Prior to that it was "nothing but farm land," to borrow Ernie Baker's expression. In 1952, 1,000 new, small homes were completed in Lincoln Park. Everyone

of them was sold to an independent owner. There are no rentals.

The new building is on a corner lot with a 115-foot frontage on Dix Road, the principal thoroughfare leading into Detroit from Toledo, Ohio. It is 10 miles from the center of Detroit, 12 miles from the downtown plant and 1½ miles beyond the radius of Queen Quality's nearest route operation. The lot is 80 feet deep and the Bakers enjoy the right of an easement over the 20-foot strip of land between their sidewalk and the highway.

The plant is on the right hand side of the highway to drivers who are going into Detroit and this has proved to be a most important advantage. Curb service is available from seven to nine each morning for commuters who wish to drop off their work on the way into town. Two car hops handle this business and it is currently running around \$200 per week in shirts and drycleaning only. The 60x80-foot parking space at the side of the plant can accommodate 20 cars.

Total investment to date is \$100,000 which may be broken down as follows. The land and building cost \$50,000. Original investment in the washroom and shirt finishing equipment came to approximately \$10,500; drycleaning productive equipment about \$25,000; and power plant around \$8,500. It cost another \$6,000 for furnishings, fixtures and installation of productive equipment. Sam Baker pointed out that, after all future additions to productive equipment have been completed, they will have invested close to \$120,000.

Power plant consists of a 50 hp. horizontal, package-type, gas-fired boiler; an oil-fired space heater; a water softener of 2,500 gallons per hour capacity; a five hp. air compressor; and a hot water tank rated at 1,525 gallons per hour with a 140° F. rise.

Laundry equipment consists of 15 nine-pound automatic washers; a 25-pound open-end washwheel with fully automatic controls; a two-girl air-operated shirt finishing unit; three 36x30 steam-heated tumblers; two 17-inch extractors; a 20-inch extractor; and a 15-gallon starch cooker. Future plans call for installing another eight or 10 nine-pound washers, another open-end washwheel and an additional shirt finishing unit.

Three services are offered: shirts, drycleaning and, what they call, "Laundromat."

In the latter service everything is priced by the washer load. The charges are 30 cents for washing a nine-pound load and 25 cents for tumbling it. Bleach and blue cost an additional five cents each. There is a 10-cent service charge if the customer wants her work folded. This is a non-profit operation introduced by the



View of drycleaning department before installation of all equipment had been completed. Two-girl shirt finishing unit is at left, sales counter at right. Quick-service laundry is in area in front of low partition running to left



Quick-service laundry is to the side of, and outside, the shirt and drycleaning departments

management to discourage self-service. Thus far, only five percent of their customers are buying it.

Washing formulas for this service vary from 25 to 42 minutes depending on the temperature of the water required by the degree of soil and the classification of work. A store attendant separates the customer's fugitives from the rest of the bundle. Otherwise, the work goes through in a simple basket and the sales ticket goes along with the basket.

Shirts are sold at five for \$1.09 which is the prevailing store price in metropolitan Detroit where, on the routes, the price ranges from 26 to 28 cents each. The store will accept less than five shirts at 22 cents each and this price also prevails on bundles containing six or more.

An average of 1,200 shirts is processed in the plant each week. They are individually marked by machine and washed in bulk (not netted), 45 shirts per load in the open-end washer which is used exclusively for this work.

Last summer 25 percent of their shirt volume consisted of sport shirts. Today it is averaging about six percent. Acetates and nylons are washed and pre-dried in the laundry, then finished on a grid-head press in the drycleaning department. All others are finished on the shirt unit. However, the sales clerk always emphasizes to a customer the importance of drycleaning any sport shirts about which there is a question.

The shirt unit is on the same standard hour incentive plan as the units at the downtown plant. The standard was set at 45 shirts per unit. The girls now average 57 shirts per unit (28½ per operator per hour).

Three-hour service at no extra charge is available to any customer who requires it on any work. Ernie Baker says that only one in a hundred customers requests it but they all know it's available when needed and he believes this to be an important psychological selling point. A good portion of their shirt business is dropped off in the morning and picked up later the same day. As Ernie put it, "No one in this down-river community does their own shirts!" The store is open from 7:00 a.m. to 8:00 p.m. every day but Sunday. There is no exceptions to these hours. Productive equipment is operated eight hours a day.

Growth of the business has been steady and sure. The first week's operations resulted in gross sales of \$300. At the end of four months this had been increased to \$750 per week. Right now the weekly average is \$1,200 with drycleaning accounting for 60 percent, shirts 20 percent and quick-service laundry another 20 percent of sales. These figures do not include the "wholesale" drycleaning which they are processing for the downtown plant. This work has helped immeasurably, however, in keeping the productive workers busy until the plant break-even point was reached.

Productive employees number 10 full-time workers including a working supervisor but not including Ernie who acts as manager in addition to his duties as produc-



Owner S. P. Baker (center) and sons, Morton (left) and Ernie (right)

tion manager of the downtown plant. Productive payroll is averaging 40 percent of total sales and it is interesting to note that, if wholesale drycleaning volume was billed at retail prices, the entire payroll (productive employees plus the four part-time people who handle the curb and counter business but not including Ernie) would still average 40 percent of the store sales.

The work is shared as follows. One girl handles the quick-service washroom and another the shirt washing, starching and extracting. Two girls are on the shirt finishing unit. Six girls and the working supervisor (a man) are in the drycleaning department. Two part-time girls handle the counter in the evening and two part-time boys handle the curb detail in the morning. During the daytime the counter is handled by girls in the plant.

When the plant opened a break-even chart was prepared (see STARCHROOM LAUNDRY JOURNAL, September, 1952, page 98). The chart established the break-even point as that point at which a weekly sales volume of \$1,200 was achieved and maintained. Included on the chart were fixed costs (rent, taxes, insurance and depreciation of equipment) of \$700 per week plus a weekly expenditure of \$100 for advertising and sales promotion.

The management frankly prepared to subsidize the operation for a full year before reaching the break-even point. It is a tribute to their managerial skill and acumen to note that this point was reached at the end of six months and the plant has been operating at a profit ever since. Maybe that's why they are busy planning another similar plant-store combination as soon as they can find a suitable location.

Until then they can continue to find satisfaction in the knowledge that Lincoln Park has room for twice the number of present homes and commuters from much farther out are steadily stopping off with their bundles on the way into town. The Baker's immediate plans call for establishing a fixed expenditure of five percent of sales for advertising and promotion just as soon as the plant reaches full capacity. At that time they figure the entire output of the drycleaning department will be sold over the counter of the store. Then they'll be faced with the same old problem—where to put facilities for drycleaning from the downtown plant. But they're not the ones to complain about growing pains. They're already anticipating them—with pleasure. ●



A LAUNDRY IS KNOWN BY THE CUSTOMERS IT KEEPS!

You'd find it pretty hard to run your business profitably if most of your customers were "transients." **It's the week-after-week-after-week customers that play the profit tune on your cash registers.**

Wherever you find a laundry that keeps its customers, you'll find a laundry that knows the importance of *uniform quality* work. And a lot of such successful laundries wash their customers' clothes with Ozonite.

OZONITE

*your Washroom
"Efficiency Expert."*

THERE'S A REASON!

You get uniform quality with Ozonite because this complete soap is itself uniform in quality — barrel after barrel, bag after bag.

You get many other advantages with Ozonite too. The convenience of adding a balanced, factory-built soap-and-builder mixture direct from the barrel to your washers. The assurance of safety for your customers' clothes, in addition to efficient dirt removal and excellent whiteness maintenance.

Ozonite can save you time, man power, supervision, money — and customers. A month's trial will prove it.

Procter & Gamble
CINCINNATI, OHIO



Meeting room for civic organizations seats 100 people and has available a stage, loudspeaker, movie projector, screen and record player

Clubroom Proves Unique Idea

**Provides civic groups with meeting place;
plan pays public relations dividends**

By LOU BELLEW

A CHAIN OF INDIANAPOLIS LAUNDRIES has come up with an idea that ties in public relations with public welfare. At very little expense, the sponsors are making numerous friends with an enthusiastically-received plan.

Located on the south side of Indianapolis, a unique clubroom has been opened by the five firms to provide non-profit and civic organizations with a place in which to hold their meetings or programs. Supporting the project are the Progress Laundry, Sterling Laundry, Gregg Cleaners, Tiffany Laundry and Swiss Cleaners, all of which are owned by Progress.

J. V. Stout and Lee Hoeker, president and vice-president, respectively, of Progress Laundry, and Clyde Robinson, public relations director for the five related firms, believe that this is the first meeting room of its type in the United States to be provided by laundry or drycleaning firms, and take understandable pride in sponsoring this facility for their community.

The meeting room is located in the rear of a building operated by Gregg Cleaners. At the front of the building, which was formerly a garage, is a store handling laundry and cleaning for all five plants. The call office has a 45-foot front and is 60 feet deep, while the meeting room at the rear is 30 x 45 feet and has a seating capacity for about 100 persons.

The meeting space has restrooms on one side of a small stage, with a compact, little 7 x 10' kitchen on the other side. The stage is complete with pull curtains and backdrop. Stairs at one side of the stage leading into

the basement provide access to a place where clothes can be changed when putting on entertainments. Also available are 15 card tables, 60 chairs, loudspeaker equipment, motion picture projector, screen and a record player.

The kitchen is fully equipped, having a stove, large coffee urn, refrigerator and enough dishes and silver to serve 48 people at a time. Although the meeting room is available without charge five nights a week, there is a \$2 fee for use of the kitchen facilities.

The room is reserved for organization meetings on a first-come first-served basis. Routemen for the five plants are making the city aware of the service offered and can accept applications for the use of the room. All requests, however, must be cleared through Clyde Robinson who keeps the records straight in order to avoid overlapping dates. Groups using the room must adjourn their meetings by 10:45 p.m. and must refrain from serving liquor on the premises. Use of the room is restricted to twice a year by any group until a permanent schedule can be established for the convenience of organizations needing a place for regular monthly meetings.

Parking space is available at one side of the building which can accommodate 60 cars, and Gregg shares a lot on the other side with enough space for another 20 cars. The entrance to the room is near the rear of the building to avoid interference with the operation of the call office.

The sponsoring laundry and drycleaning firms also use the room for their own route meetings. ●



Above: Free parking space can accommodate 60 cars very comfortably. Right: Fully-equipped kitchen has stove, coffee urn and enough dishes and silver to serve 48 people at a time



Manufacturers
of
Hammond
Atomic Units
Wizard Extractors
Open-End
Tumblers
Automatic Washers
Drying Cabinets
Starch Cookers

We love
Our Country!

In this time of national stress, let us band together and dedicate ourselves to maintaining our status as a free people. The individual efforts of each of us working toward a common goal, will keep intact the precious freedoms and opportunities for our children that we have enjoyed.

"Leaders in the Laundry-Cleaning Field Since 1911"

Hammond
LAUNDRY-CLEANING MACHINERY CO.

WACO
TEXAS

Now available...

to simplify your

ROK-RIB Nylon



You can greatly reduce inefficiency in classification methods by using ROK-RIB nets—now available in five different colors. • Whitehouse Rok-Rib nets are made with wide colored stripes designed to simplify your sorting problems. Laundries report that the use of the colored nets speeds up operations and practically

classification problems

Nets in 5 colors!

eliminates classification errors. • You'll save money and keep your customers' goodwill by using Rok-Rib nets. And their amazing durability permits you to cut costs in many other ways. Replacement expense is reduced; you save on water, save on supplies, save on labor, save on power!

WHITEHOUSE NYLON PRODUCTS 360 Furman Street, Brooklyn 2, N. Y.
"Continued Leadership Through Constant Research"

Starchroom's Laundry Primer

PART XII

Introduction To Training Finishing Operators

By MARGRET M. RESCHETAR

About the author: Margret M. Rescheter is well known in the laundry industry as an outstanding authority on training finishing operators. For over 15 years she has been actively engaged in the laundry business. For four years she travelled over the United States and Canada demonstrating finishing equipment and training operators in scores of laundries. At present she is in charge of training activities at her family's plant, Allis Laundry & Dry Cleaning Co., West Allis, Wis.

No training program can be properly conducted unless the equipment is in tip-top condition and provision is made for a continuous flow of properly-washed work to the operators. This article, the first in a series, tells how to get a program off to the right start. Subsequent articles will treat with the specific details of training every operator in each of the laundry finishing departments.

TOP-QUALITY FINISHING of shirts and wearing apparel cannot be achieved unless the operators are properly trained and the equipment is maintained in good operating condition. The two go hand-in-hand. Before beginning detailed instructions for training the operators let's be sure that our presses are in tip-top shape. The following procedures have worked out very well in our plant.

We change the flannel padding and top covers on all our presses once a week with the exception of the triple-head (combination collar and cuff) press in the shirt finishing unit. The latter is changed every morning.

The flannel padding is pre-shrunk by running 10 minutes in hot water and drying in a tumbler before its

initial use. In this way we can cut the flannel to the required sizes with accuracy. When the presses are repadded at the end of the week the used flannel and top cover are washed to rid them of accumulated starch—the main factor in reducing the life of the padding and causing discoloration of collars and cuffs. By rotating the flannel we find that we can use it for a period of at least three weeks. Our top covers last at least six weeks.

In padding the triple-head press it is assumed that the spring pads are in good shape. If so, use only two pieces of flannel padding. Be sure the padding does not extend over the edge of the buck. This is very important as the edge of the buck acts as a guide in laying the collars correctly. The operator will then be able to make the correct collar lay and know she isn't overlapping into the yoke and button hole strip. Such overlapping necessitates unnecessary spraying of the yoke and button hole strip at the bosom press. If overlapping occurs and it is not followed by spraying, wrinkles will result in the finished shirt.

The yoke press buck should also have two pieces of flannel padding. The lower piece must be cut to the exact shape of the steel pad and the upper piece must be cut about two inches longer so it extends around the lower edge of the press. In this way the top flannel protects the top cover.

The same procedure should be followed on the rest of the presses with the lower flannel cut to the exact shape of the steel pad and the upper flannel extending over the edge about two inches.

After you have changed the padding on the lower bucks, don't neglect cleaning the upper bucks. We wax our presses once a day and scour them once a week with

Big Savings in Labor Give Profits a Boost with **AMERICAN MECHANIZED Flatwork Ironing**

Enthusiastic reports from plants all over the country tell of big savings in labor, greater production at lower cost, and increased profits with *AMERICAN MECHANIZED FLATWORK IRONING*.

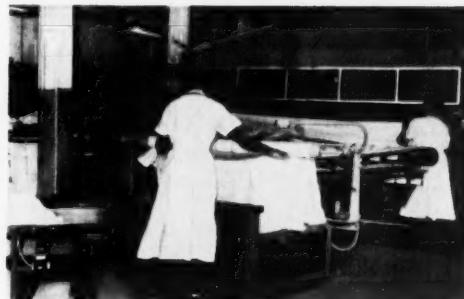
Fewer operators are needed with *AMERICAN MECHANIZED FLATWORK IRONING* because trucking and manual shakeout and folding of flatwork are eliminated. Conveyors deliver work to the ironers directly from a *ROTAIRE* Continuous Conditioning Tumbler, with proper moisture content and every piece thoroughly opened up for faster, easier feeding and quality ironing at higher speeds. The flatwork is then quickly folded mechanically.

Operators save steps and motions, are relieved of non-productive transporting, lifting and handling of work. Consequently, production of each operator is increased, employee morale is improved and labor turnover is reduced.

Conveyor fed 48x84" *ROTAIRE* Conditioning Tumbler supplies continuous flow of both large and small pieces to two ironers. At discharge end of Tumbler, operator at right places large and small pieces on separate conveyors.



Conveyor partly shown at far left takes conditioned large pieces to operator at *Sager Spreader*, which delivers each piece fully opened up to feeders at ironer.

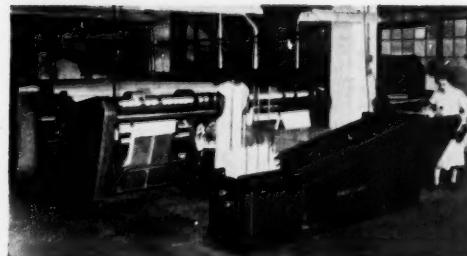


Other conveyor, at right, below, deposits conditioned small pieces on conveyor traveling in front of feeders at second ironer.



▲ At delivery end of large-piece ironer, *TRUMATIC* Folder automatically quarterfolds linens, with only one operator to crossfold and stack work.

At delivery end of small-piece ironer, *STACKRITE* Stacker automatically stacks work in separate lanes, for automatic folding on *FOLDMASTER* Folder (foreground).



On linen supply and commercial work, or fully identified family flatwork, the big savings in labor with *AMERICAN MECHANIZED FLATWORK IRONING* will give your profits a boost. Write for free, illustrated book showing various setups of *MECHANIZED* Flatwork Ironing Departments.



The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



In padding the triple-head press once every week two pieces of flannel padding, cut to the proper size with accuracy, are used. In order for the operator to have a guide in laying the collars correctly, the flannel must not extend over the edge of the buck

a gentle scouring powder. Daily waxing cleans off any starch that might build up during the day. The accumulation of starch on the upper bucks can be caused by improper extraction, improper use of the starch itself, or the fact that the presses have not been kept at the proper temperature.

The tail band clamp

While you are waxing the upper bucks, don't forget about the tail band clamp. Perhaps you have noticed that it has a tendency to cling to the shirt and the operator has to force it manually to return it to its original position. Snap the tail band over the lower buck and close the press for a brief moment. (A count of five should do.) Then open the press and when the band has returned to its original position run the waxed cloth over the heated steel.

We will discuss the proper spraying of garments in detail later. However, when an operator sprays a shirt too much it makes the tail band cling to the material. The only other reason for the tail band to stick is a mechanical difficulty which should be adjusted immediately.

Editor's Note: This series of articles does *not* constitute an endorsement by STARCHROOM of the particular pieces of finishing equipment used in the illustrations. There are many pieces of equipment produced by many manufacturers which are capable of producing the highest quality work. Those illustrated merely happen to be the ones presently in use at Miss Rescheter's plant.

Another important requirement for production and quality is proper heat. There should be no less than 100 pounds of steam in the boiler at all times in order to insure the proper operating temperature at the presses.

Automatic timers

Most shirt finishing units today are equipped with timers, either electronic or air-operated. The importance of these timers must not be under estimated. Remember when you are given the correct length of drying time for each press that the manufacturer has subjected the equipment to rigorous tests and knows what he is talking about. If he states that 15 seconds drying time is sufficient for the bosom press or 26 seconds for the triple-head press the timers should be set accordingly and left that way.

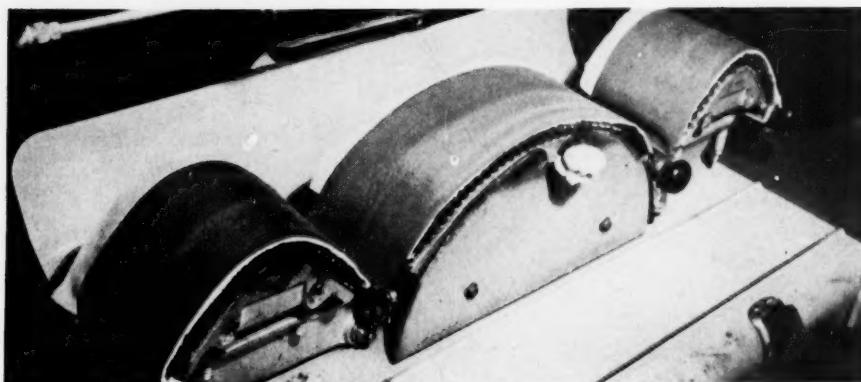
The timers should be checked at least once a week. In the case of the triple-head set it for 26 seconds so the press will open without waiting for the operator to trip (open) the press manually. In the time it takes an operator to trip a press manually she could unload it. Each second is important. It adds up to minutes at the end of the day and hours at the end of the week.

Even with the proper use of timers, however, you will not get sufficient drying time unless the work is properly extracted, there is sufficient heat at the presses and the padding has been regularly changed and kept clean.

Inasmuch as we shall train the operators on the shirt line first let's look at that work area. The folder uses a lot of supplies such as boards, bands and collar protectors. In addition to the space provided for on the folding table for storing these supplies we keep a two-deck utility table measuring 20 x 13 inches to the left of this operator. Each morning she places enough boards and collar protectors on the utility table to last through the day. Instead of stepping out of the unit to replace these supplies, or calling for someone to do it for her, she merely makes a quarter turn to the utility table, picks up the needed materials and places them on the folding table. We have found that if we keep complete



Top covers on the triple-head are changed every morning. The one taken off is washed and put back on the following morning. This rotation extends their life, assures clean collars and cuffs.



When the job has been done properly flannel padding and cover line up accurately, look like this

boxes of these materials as they come from our suppliers in the shirt unit they clutter up the floor and crowd an already small area.

The dispatcher is responsible for the flow of work to the shirt and wearing apparel units. For the time being let's concentrate on the preparation of shirts.

After the nets are emptied in the dispatcher's basket, she proceeds to prepare the shirts so the operator has a minimum of fumbling in making her first lay. She places the work shirts, colored shirts, flannel and cotton sport shirts at the bottom of the basket; the white shirts on the top. Thus the folder will know automatically when an old lot ends and a new one begins. This eliminates confusion in starting new lots.

Preparing the shirts

The dispatcher shakes each shirt by grasping one point of the collar in each hand, with the label facing away from her, shaking the shirt and checking to see that the cuffs are unbuttoned. She then folds the shirt in half and places it in the basket, with the button side up, making sure that all shirts form a neat stack and the collars face in the same direction.

In our plant the work basket is placed to the right of the sleeve press with the shirts button side up. In some plants the work basket is placed to the left of the sleeve press. If you decide to adopt the latter procedure be sure that the shirts are placed in the basket with the *button hole side up*. Always remember that the opening of the shirts must face the sleeve press and you won't go wrong.

Ours is a three-girl shirt finishing unit consisting of a cabinet-type sleeve press, a triple-head collar and cuff press, a yoke press, a bosom press and a manual folding table. The unit averages 75 shirts per hour (25 per operator per hour). This includes dress shirts,

bosom shirts, work shirts, flannel and cotton sport shirts. Sport shirts made from other fabrics are finished on a different unit and will be discussed in a separate article.

Our operators also sew on buttons. Operator number one, who sleeves and bosoms, checks on the cuff buttons. While making the sleeve lay she can easily see if a button is missing. If so, she calls "button off" and when she unloads the press and hangs the shirt on the hanger she places the cuff with the missing button on top of the collar. Operator number two knows immediately, without fumbling, which button needs replacing and she sews it on before loading the triple-head press.

If a button is missing from the collar or the bosom of a shirt, operator number one will notice it when she is making her lays on the bosom press. She calls "button off" and the folder (operator number three) knows she has a sewing job to do. If at anytime operators two and three are held up due to previous button sewing or fumbling, operator one helps with the sewing. In this way there is a double check on buttons. We rarely receive a complaint on this score.

Incidentally, if more than two buttons are missing the shirt is passed on to the repair girl. We do not have a full-time repair girl. There are three girls in the plant who do repair work on a part-time basis and one of them repairs the shirt and gets it back to the unit before the lot is completed. ●

Next month Miss Rescheter will discuss the training of shirt operator number one, describing in detail how the various lays are made on the sleeve and the bosom press.



When not done properly the press looks like this after upper buck has closed. Note uneven appearance of flannel overlapping the edge of the buck

Rhapsody in Bellew

CHRISTMAS DONE COME and gone. Gone, but not forgotten . . . except for the assortment of ties. Only thing to do is to take them back and exchange them for something useful . . . like money. My favorite banker (that's the one whom I don't owe anything) just told me a sure-fire way to double my money . . . so I'm passing it on to all my pals. Seems all you have to do here is to take your paper money, fold it, and put it back in your pocket. Don't say I never told you.

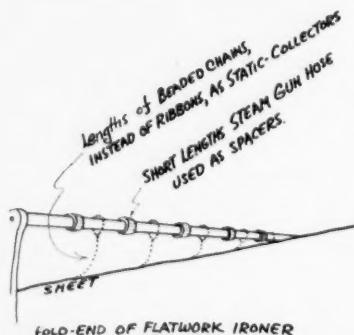


Color in Plants

I'm a long way from New England, but all these gimmicks came from Art Steven's plant in Hartford, Connecticut. Art's got a beaut of a laundry, and it's painted according to a paint engineer's specifications . . . terrific. Something about "color dynamics," if I recall correctly. According to exhaustive tests on the part of the paint manufacturers, using various colored sweaters on young ladies, it was found that bright yellow is the most eye-catching. In keeping with the idea, everything mobile in the plant is painted bright yellow. (And anyone that thinks I'm going to draw a bundle cart or a laundry truck to illustrate this item is out of his mind.)

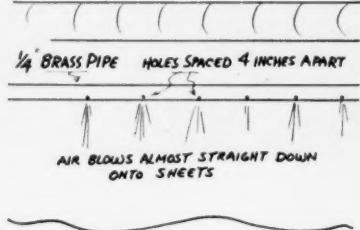
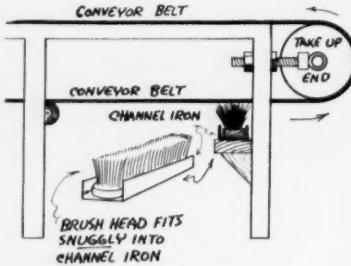
Conveyor Belt Cleaner

Some day I'm going back to Hartford and spend a week in New England Laundry. It's simply loaded with gadgets. For instance, if you're interested in a good way to keep your conveyor belts clean, try this simple method. Make holders out of channel-iron just wide enough so that you can force a floor brush head into it between its sides. These channel iron holders can be placed permanently in position (preferably on the underside near the take-up end of the conveyor) and the brushes can be reversed or replaced simply by sliding them out of the channel-iron holder.



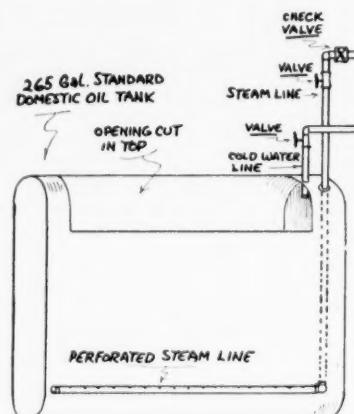
Static Collector

In this up-to-date plant, they have installed a static collector on the flatwork ironers. Small beaded chains, instead of ribbons, hang down from a rod across the top of the ironer and make contact with the feed aprons. Small pieces of steam gun hose are split and clamped around the rod from which the chains are suspended, to confine them to their proper positions.



Static Control

As an aid in reducing static on high humidity days, they have adopted the idea of placing a quarter-inch brass air line across the folding blade on an automatic flatwork folder. Holes, four inches apart on its underside, permit air to blow almost straight down on the folding blade, helping to eliminate static.



Tank for Cleaning Filter Screens

A while back I reported about a plantowner in St. Louis who used an old washer to hold a caustic solution to take the paint off the screens on his house. Now I find the New England Laundry uses a similar method for cleaning the filter screens in their drycleaning department. Instead of an old washer, however, they have set up a special tank. This tank is nothing more than a 265-gallon oil storage tank, like the one in your own home. Most of the top has been cut out, big enough so the filter screens can be placed into it for the caustic bath. (Continued on page 22)

EXCELSIOR LAUNDRY - Indianapolis

installed Forse Sleeve Masters

changed from 4 girl to 3 girl units and

increased production

per operator



*Sleeve Master and Fold Master
used in 3 girl Unit at Excelsior
Laundry, Indianapolis, Indiana.*



*Blaine H. Miller, Jr., Manager
of Excelsior, writes:*

"We have had four of your Sleevers in operation now for about two years. We were operating four girl shirt units prior to installing the Sleever. At that time, we converted the four girl units to three girl units. We were able to increase our production from twenty-five to thirty shirts per operator hour by the installation of these sleepers and to have a better balanced shirt unit. We found too, that it was easy to train a girl to operate the Sleever.

"We recently installed one of your folders . . . the quality of the fold is good. Again we have found we can train a girl quickly to be a competent folder with this piece of equipment."

Better quality --

Both machines are designed to do a neater and better job.

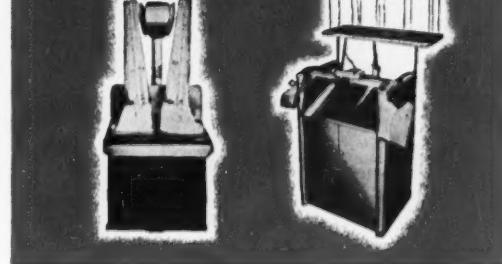
Easy to train --

When skilled operators are absent, new girl gets good production first day.

Sport shirts --

Handles sport shirts just as easily and beautifully as dress shirts.

**Low Investment — Sleeve Master priced at
\$795.00 . . . Fold Master \$695.00 f.o.b.
Anderson.**



*Let our engineers show you how you, too, can profit by installing
Forse Equipment . . . no obligation, of course. Write, phone
or wire.*

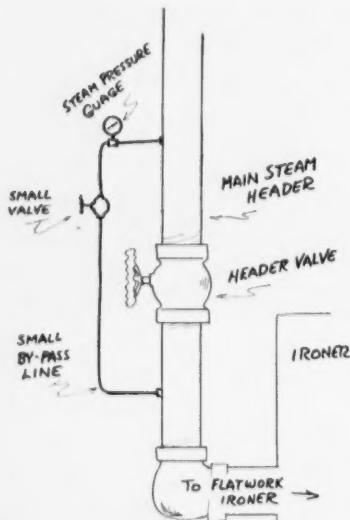
F O R S E E Q U I P M E N T C O R P O R A T I O N

720 West 14th Street, Anderson 1, Indiana

(Continued from page 20)

Holes in the top at one end of the tank permit entry of a cold water line and a steam line. The steam line runs to the bottom of the tank where it is connected to a perforated pipe running the length of the tank. Very important is the fact that this steam line has a "check" valve, or vacuum-breaker, on the boiler side of the control valve to prevent the possibility of any of the caustic being sucked back into the boiler. (Incidentally, in this plant check-valves are used on all steam lines leading to any foreign materials, such as oil, starch, soap, solvent solutions, etc., to prevent anything getting back into the boiler in case of trouble.)

This tank idea has proved much better than using steam to clean the filter screens, and the shape of the affair is such that there is less danger of the caustic splashing out onto a worker, due to its high sides and partially covered top and ends. (Care still must be taken however, when working with caustic—it's plenty dangerous.)

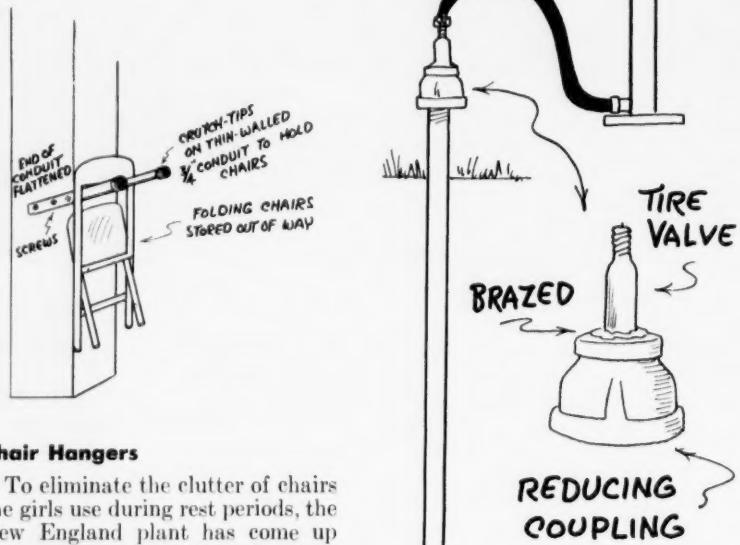


Warming Up Flatwork Ironers

I know about a thousand laundries who can use this one to good advantage. Do you have the trouble known in the business as "wire-drawing" of steam header valves, caused by "cracking" them to warm up the flatwork ironer?

Solution, as seen at Art's plant: here, at the flatwork ironers, a very small line is used to by-pass the main steam header valve. Tapped into the main header on both sides of the main valve, this line is fitted

with a control valve and a steam pressure gauge. In the morning the engineer starts up the boiler, and as soon as the steam starts coming up he goes to the flatwork ironers and opens up the valves on these by-pass lines to start warming up the ironers. Since these small valves are wide open there is no danger of damaging their seats, and they permit as much steam to enter the ironers as would a "cracked" main header valve. After the preliminary warm up, the main header valves are opened up for the day's run, which roughly coincides in this plant with the time the girls get to work.

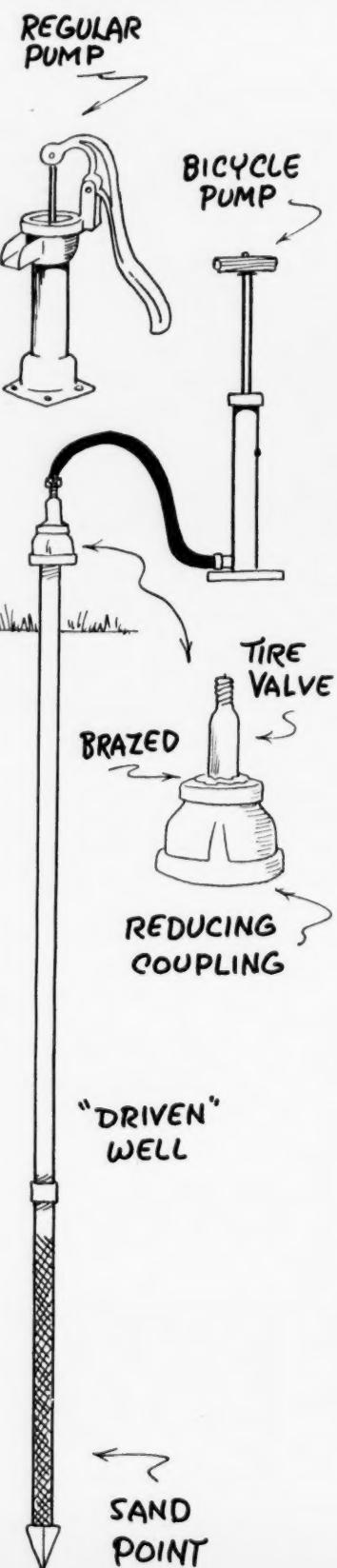


Chair Hangers

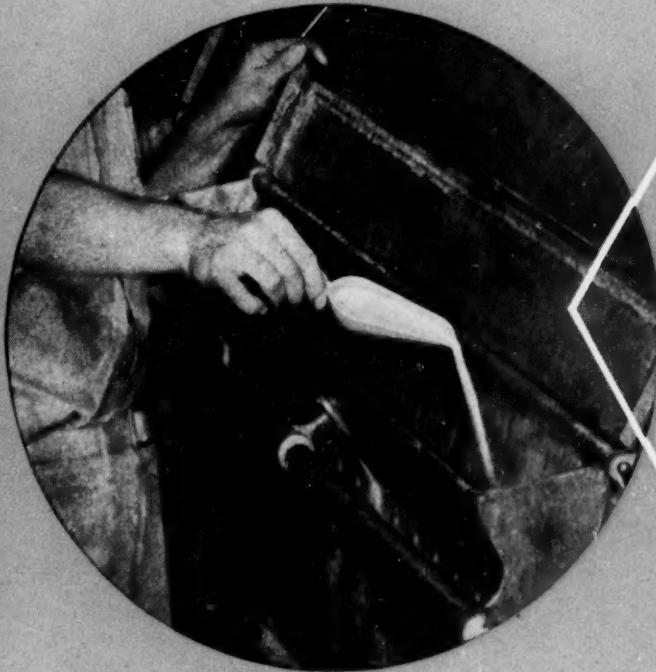
To eliminate the clutter of chairs the girls use during rest periods, the New England plant has come up with a good piece of housekeeping. Folding chairs are used here, and when not in use they are hung on the supporting columns in the plant. For this purpose, thin-walled conduits fastened to the sides of the columns at a slight upward angle are used to hold the folded chairs just a few inches off the floor. Thus, the chairs are held by two pieces of conduit pipe whose ends are flattened in order that they may be fastened to the posts. The outer tips are fitted with crutch tips to prevent injury to the workers. Makes it a lot easier for the cleanup man to sweep out the place too, since there are no chairs to move out of the way.

Water Well Cleaner

This has nothing to do with the laundry business, unless you have a hunting shack and a driven well for drinking-water purposes. Sometimes the screen on the well-point



EASY TO ADD!



**DRY
AT THE
WHEEL!**

It's easy to use CMC Formula—the amazing new laundry finishing aid. A dry, granular material, it dissolves rapidly and evenly without cooking or other special preparation. Add it in the final operation—sour or blue. Just sprinkle lightly across the wheel as it turns toward you. All that you need to obtain the remarkable new finish that everyone is talking about is from one-half to three ounces for every hundred pounds of load.

If you haven't yet tried CMC Formula, get in touch with one of the distributors listed below. You can buy it in handy, standard 64 lb. paper bags—or in 25 lb. or 200 lb. drums.

Higher Quality Finish

- Ease of Finishing and Washing
- Sharper Colors
- Whiter Whites
- Better, Softer Sizing
- Easy and Economical to Use



Cellulose Products Department **HERCULES POWDER COMPANY** 952 King Street, Wilmington 99, Del.

HERCULES®

CMC FORMULA

DRY... GRANULAR... FAST-DISSOLVING

CMC Formula is available under the name "CARCO CMC FORMULA" through Corman & Company, Inc. and the Morris & Eckels Company . . . In Western States, it can be obtained under the names "LASCO CMC FORMULA" from Los Angeles Soap Company or "PATEK CMC FORMULA" from Patek & Company, San Francisco.

Orders, inquiries on price, delivery, etc., should be made through the nearest office of these companies.

CM52-21R

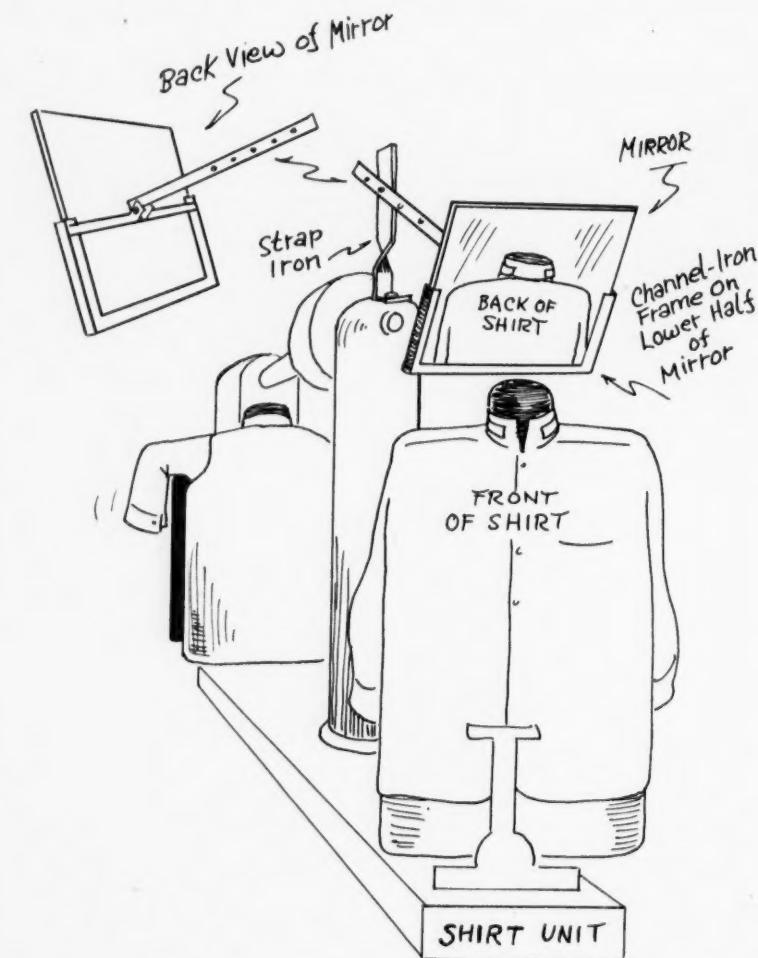
gets clogged with sand and makes it a slow process to get any water out of the thing. (Some have been irritated to the point of dropping a blasting cap into the pipe, but this is recommended only where you're quite willing to drive another well the same day.)

Being an engineer, this fellow in this riggup a reducing coupling with the same size threads as his well pipe, and brazed an entire tire-valve to the smaller end. On his next trip to the shack he intends to remove the pump, put this reducing coupling on the well-pipe and with a bicycle pump, put enough pressure on the screen of the well point so that it will force the sand out of the openings. He hopes to remedy his problem and eliminate the chore of driving another well. (Let me know how it comes out, will you, Byron?)

Rear View Mirror

Saw this on a shirt unit, and while I'm told it was swiped from another plant, someone else can use it, too. A mirror, supported in a channel-iron frame, is held at an angle behind, and slightly above, the shirt form on which the operator places the shirt at the front of the unit. By glancing into it the operator can see if the back of the shirt is properly positioned, torn or wrinkled, without looking around and behind the form. (How many would bother to do that?)

At any rate, this mirror is held by a couple pieces of iron strap with



holes spaced for easy adjustment for the proper position and angle, and fastens to the metal post directly behind the front shirt form.

Yes sir, I'm beginning to like the East Coast . . . if they're all like the laundries I've been in back there. ●

LAUNDRY BUSINESS TRENDS

New York

Nov. 22—5.2% more than last year
 Nov. 29—3.2% less than last year
 Dec. 6—3.0% more than last year
 Dec. 13—3.6% more than last year

M. R. Weiser & Co., New York

New Jersey

Nov. 22—6.5% more than last year
 Nov. 29—2.1% more than last year
 Dec. 6—3.8% more than last year
 Dec. 13—3.1% more than last year

M. R. Weiser & Co., New York

New England

Nov. 22—3.7% more than last year
 Nov. 29—2.4% less than last year
 Dec. 6—1.4% less than last year
 Dec. 13—.9% less than last year

Carruthers & Co., Boston

Southeast

Nov.—3.0% less than last year

J. R. Wilson & Co., Atlanta

**HER SMILE OF SATISFACTION
IS YOUR ROUTE TO . . .
PROFITS!**

That "pleased as punch" expression on Mrs. Housewife's smiling face means she's satisfied! She really likes the handsome *finish* of her laundry bundle. Shirts are crisp and clean as a new dollar bill, with never a sign of wrinkles, scorching or cracked and pressed-in buttons. Her flatwork is always silky smooth, soft and beautiful. No wonder she's satisfied . . . and no wonder she'll always have a cheery "hello" for her routeman!

There's no secret to this sort of perfect, profit-winning finish. Just put Red Edge Knitted Padding on all your presses and flatwork ironers. The special *Knitted* construction of Red Edge drinks up billowy clouds of steam, and presents a cushiony, crush-resistant base for perfect pressing. Efficient Red Edge is a money saver, too. It lasts and lasts, slashes wasted time for padding changes. The profit twins—Quality and Economy—will be working and winning for you when you use Red Edge. Try it in your plant, and see!



RED EDGE

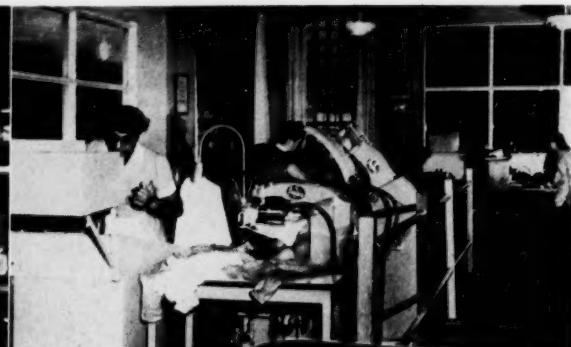
Knitted Padding

U.S.P. REG. U.S. PAT. OFF.

KNITTED PADDING CO., CANTON, MASS.



At Ideal, self-service means just that. Here's a customer loading her own washer in the "plant" located in the call office.



Two-girl shirt finishing unit, located in same call office, finishes shirts for regular call office and route customers.

Self-service Store Increases Call Office Business 40 Percent

By JAMES A. BARNES

BY OPENING A SELF-SERVICE STORE a year ago September, Ideal Laundry in Toledo, Ohio, has increased weekly sales in the "regular" plant by \$200 to date.

The store is operated right in the plant call office and requires no extra help. A single call office attendant assumes responsibility for both operations and the necessary equipment required an outlay of only \$2,500. That's a pretty modest investment in equipment and labor for a return in annual sales of over \$10,000.

The front of Ideal's plant was remodeled in 1938 following a destructive fire. As a result, a modern glass brick exterior facing on both sides of the intersection housed executive and clerical offices and a conference room. A glass brick sales counter inside the entrance constituted the call office. These spaces were completely air conditioned.

A year ago last fall Preston Thal, manager of the plant and a partner in the firm, decided on the self-service experiment. The conference room and enough of the office space were abolished to make room for a 40 x 60-foot space behind the sales counter. Seven nine-pound automatic washers, a twin-cylinder steam-heated tumbler, a 17-inch extractor and a two-girl shirt finishing unit were installed in this space.

Inasmuch as the plant was undergoing a program of modernizing their productive equipment this particular shirt unit was placed in front of a plate glass window in the call office rather than inside the plant. The unit is by no means considered a part of the self-service department and its cost is not included in the figure cited above. But its location in that particular spot and the constant activity in plain view of customers and passers-by creates much interest and sales appeal. Shirts are rolled to it on tiered racks from inside the plant where three other units are operated.

The new service is merely "wash and dry" with a 35 cent charge per machine load for washing and 25 cents for tumbling. Bleach and blue cost the customer an extra nickel each. All customers load their own washers

and separate their own fugitives. The attendant unloads the washers and operates the tumbler. No folding is offered. On the average a customer's bundle is ready within an hour.

If a higher grade service is desired the customer must "up-grade" to one of the plant's regular services. It is here, of course, that the new operation has paid off. Still, many customers like the self-service and stay with it and Thal has noticed that, among this group, a great many will leave shirts, drycleaning or both.

Total laundry sales at Ideal average \$5,000 per week. Of this, \$1,200 is commercial work for local hotels and institutions. The balance constitutes family laundry work. Drycleaning is farmed out to a local wholesaler and is not included in the above total.

Self-service sales average only \$50 per week and the busiest days attract only 15 customers. But, with an average call office business of \$500 weekly today, and still growing, compared with \$300 before introducing the new service, management considers it a good investment.

Preston Thal points out that a plant located in a more strategic part of town could do much better. He says his plant is located in one of the worst parts of Toledo from a traffic point of view as far as attracting cash-and-carry or drive-in business is concerned. •

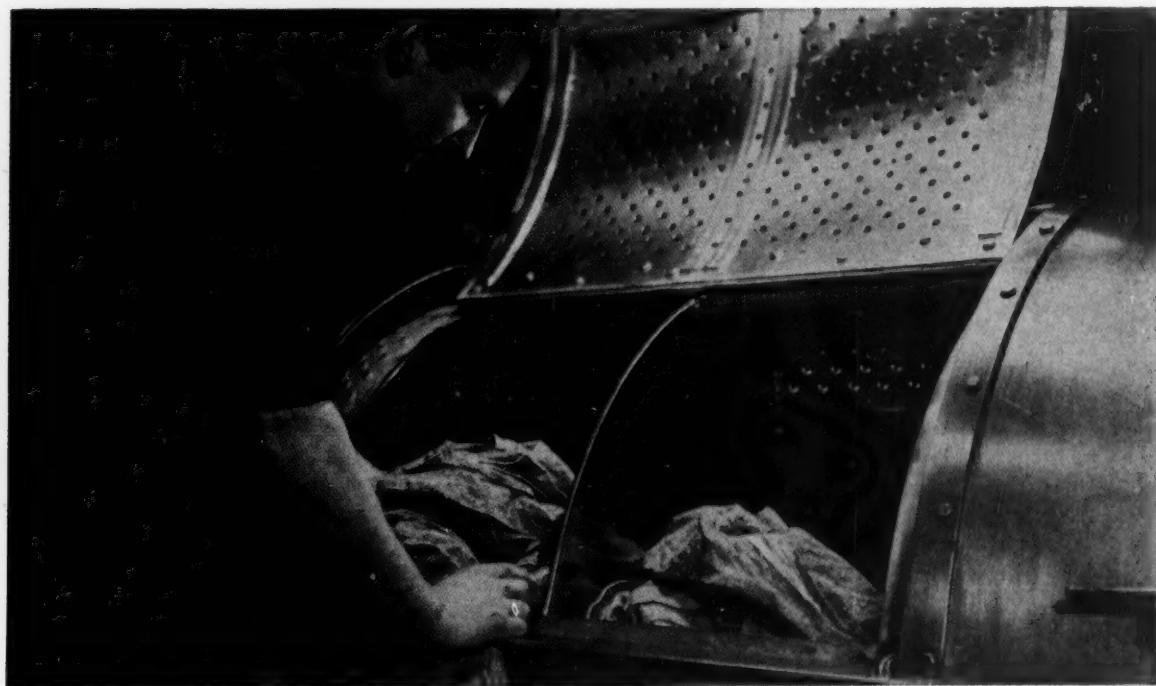


Modern glass front was added after Ideal's fire in 1938. Shirt unit is in window at left, self-service laundry in window at right.



DOW SODIUM ORTHOSILICATE SUSPENDS INSOLUBLE SOIL AND PREVENTS REDEPOSITION

**It costs you less and you get those
extra-dirty fabrics cleaner faster**



For a thorough washing job on work clothes, rags, linen supplies and other unusually dirty fabrics, Dow Sodium Orthosilicate cleaning compound is a necessity. It is an excellent soap builder, which means it saves you money by reducing soap requirements.

Dow Sodium Orthosilicate cleaning compound makes clothes cleaner because it readily suspends insoluble soil and prevents redeposition. It has a high acid capacity and its alkalinity is sufficient to emulsify oils and fats that are

present. Dow Sodium Orthosilicate is easily rinsed from the clothes leaving them fresh and clean.

Be sure your laundry is taking advantage of this money-saving—soap-building cleaning compound. Telephone or write to your nearest Dow sales office today. They will be glad to give you the name and address of your distributor so you may receive the complete information on Dow Sodium Orthosilicate cleaning compound. **THE DOW CHEMICAL COMPANY, Midland, Michigan.**

you can depend on DOW CHEMICALS



meet

National's

new baby

The world's only method of invisible marking, National's FANTOM-FAST, has an offspring . . . The FANTOM-BANTAM Unit!

It's ideal for SHIRT IDENTIFICATION, and BACHELOR BUNDLES and for the SMALL LAUNDRY. The Fantom-Bantam Marking Machine is manually operated and contains 6 type wheels, each wheel containing the full alphabet and numerals 0 to 9, with characters practically twice as big as regular black ink marks. Every plant has its own individual symbol.

Fantom-Bantam fits right in with your present marking system without requiring Mark-Record files or special operator training.



FANTOM-BANTAM

Talk to your National representative. Let him show you how you can easily afford the advantages of National's new baby...the Fantom-Bantam. Write National today for new Fantom-Bantam Bulletin.

THE

National

MARKING MACHINE COMPANY

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ROBOT-IZE YOUR WASHROOM

STOP
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LABOR....

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Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on ROBOT Self-contained Automatic Washers.

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Company _____

Address _____

City _____ Zone _____ State _____



ROBOT

LAUNDRY MACHINERY SALES

DIVISION OF THE WOLF COMPANY

CHAMBERSBURG, PENNSYLVANIA

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

Keep that **NEW-PLANT**
LOOK...



PECORA
LAUNDRY
MACHINERY

Exclusively

Specifically Designed for
LAUNDRY MACHINERY

Extra Resistant to Acids, Alkalies, Deter-
gents, Steam, Temperature Changes...

Gives Laundry Machinery
Years More Life because the Surface
is Protected Better, Longer!

• Used by New Machine Builders who
Demand Unsurpassed Quality! Easy
to apply by brush or spray... fast
drying... superior finish.

Available in All
Standard Colors. Send
for Free Color Chart.

PECORA
"Tough as his Hide"

PECORA PAINT COMPANY, INC.
— SINCE 1862 —
Sedgley Ave. & Lawrence St., Phila. 40, Pa.

SEE OUR
CATALOG IN
SWEET'S

(Continued from page 7)

spring. Other services, notably drycleaning, have ridden along on the shirt band wagon.

As a matter of fact, shirt volume soon became a little too heavy for the two new units, so another was purchased. In three months this, too, was operating at full capacity.

In addition to offering a price inducement, 5 for \$1, the ads guarantee the best shirt laundering job the customer has ever seen or his money back. The plant backs this guarantee to the limit. Two gimmicks make this guarantee even more attractive. Buttons are replaced free, and any customer finding a missing or broken button gets his next shirt laundered on the house. Also, and this is what impressed customers more than anything else about the offer, collars are reversed free. Mr. Benet was amazed at the number of customers and friends who commented on this feature of the offer.

Quite recently an extensive cost survey was made at the Salem Laundry, and the shirt service came through with flying colors. Not only was it sparking the entire plant but was contributing a tidy profit, as well.

It all adds up to this: the volume is there if you go after it the right way. The right way, according to Salem, is to be sure that your physical capacity is ready, concentrate on services that meet a public demand, and advertise for them with hard-hitting, consistent ads in the medium which best covers your particular market. •

Financial Management Conference

More than thirty men met recently for two days in Austin, Texas, to discuss problems pertaining to the financial management problems of the laundry and dry-cleaning business. It was the first time that a conference of this character has ever been held by the industry in the Southwest, and possibly in most other sections of the country, as well.

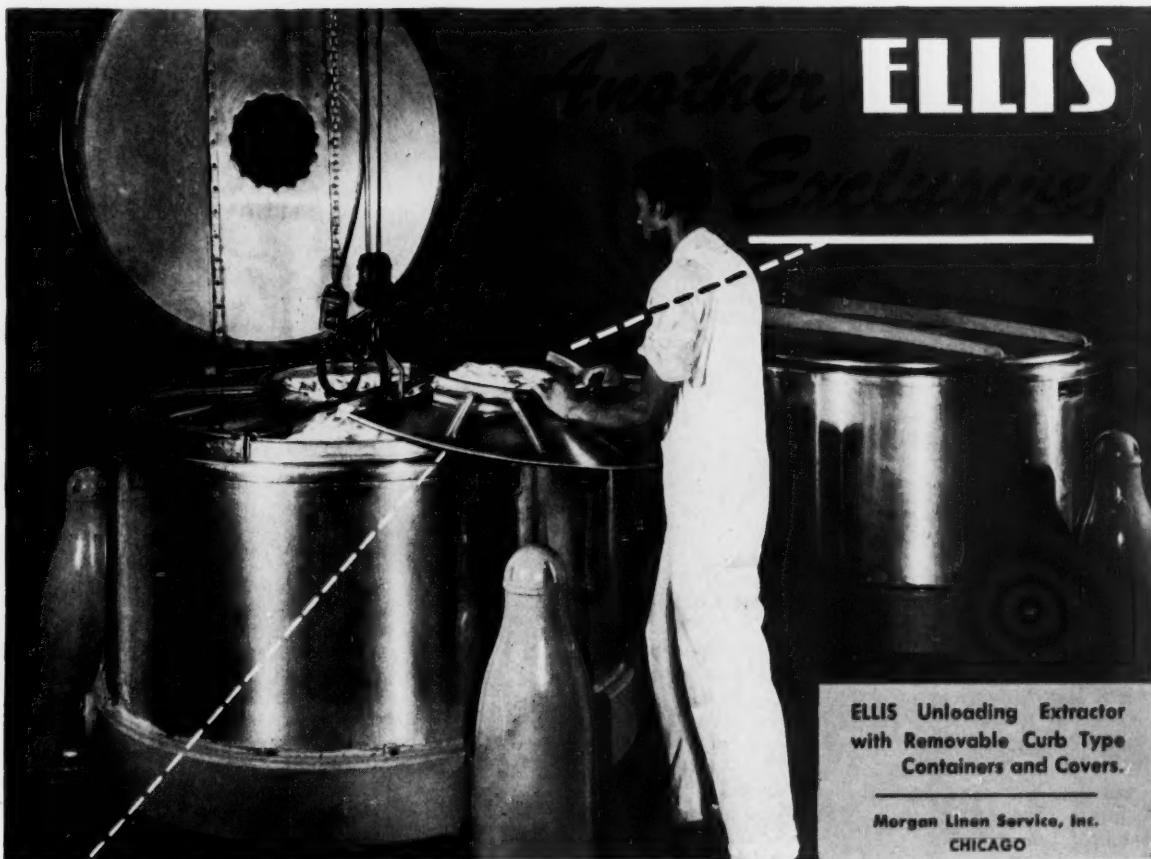
John Carruthers, who so ably conducted the conference, presented many challenging ideas. Policies found by experience to be sound had a two-fold interest to those attending. Those who were already following such policies were happy to have their operations confirmed as being sound. Those who were on a different basis were glad to learn about operational methods that might help them.

Each man in attendance took inventory of himself and his organization from a financial management standpoint in accordance with the following chart, as presented by Mr. Carruthers:

KEY: P = Planning
O = Organization
C = Control

Rating

— P — O — C	1
— P — O + C	2
— P + O — C	3
— P + O + C	5
+ P — O — C	4
+ P — O + C	6
+ P + O — C	7
+ P + O + C	8



ELLIS Unloading Extractor
with Removable Curb Type
Containers and Covers.

Morgan Linen Service, Inc.
CHICAGO

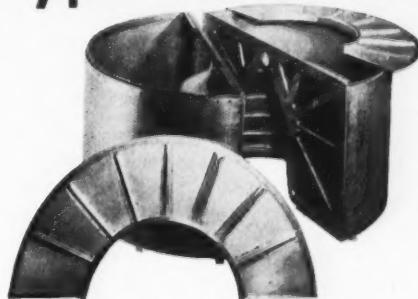
ELLIS Removable Curb Type Containers

A continuing series of improvements in Ellis Equipment brings extra operating economies to every user. The latest time-saving feature is the Stainless Steel Removable Curb Type Container, shown above.

The actual open working area of this new container is from 60% to 70% greater than that of the old solid curb type. The larger opening means 50% faster and easier loading and balancing.

When used in conjunction with the Unloading Type Washer, the advantage of the additional open area is most evident. The removable covers are placed on the container just as it is being lowered into the Extractor.

These stainless steel covers also eliminate the use of the canvas covers that are used by so many plants on the old solid curb type containers.



Detail of Ellis Removable Curb Type Containers and Covers

Write for further details of Ellis All-Metal
Washers and Extractors and Dry Tumblers

The **ELLIS DRIER Co.**
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Ellis Equipment is manufactured by General Laundry Machinery Company

How To Avoid Extra Laundry Marks

New bundles are held until office makes permanent plate and identification

By JOHN J. MARTIN

THE INFLEXIBLE RULE at McCord's Laundry in Easton, Maryland, is that no bundle bearing a hand-written ticket is to be processed through the plant. Routemen, when bringing in a new bundle, write up a special two-part tag that has been designed to stop the assignment of more than one mark to a customer, give better control over customer activity, and cut down the errors in interpretation of handwritten tickets.

After making sure that the new bundle has been held off to the side, the routeman attaches the short part of the perforated tag. On this piece are name, address, and a printed number corresponding to the number on the other section.

The long part of the tag is forwarded to the office, where a girl takes over to assign the new customer her one and only laundry mark. On the office part of the tag are name, address, service desired, starching instructions, call day, route number and tag number.

Looking in a book of laundry marks, the girl assigns the next available mark to the new customer. She stamps out a new addressograph plate using the information given on the tag. She then takes a regular McCord bundle ticket and prints it up using the new plate.

The long part of the tag, together with the printed ticket, is sent back to the waiting bundle. The two parts of the tag are matched, the short part removed, and the ticket inserted. The bundle is then sent to the marking department where identification is made to start the laundering process.

Because routemen are given addressograph-printed tickets for all customers on the route at the beginning of each week, they no longer write tickets themselves. At one time, a routeman might write a ticket as Mrs. R. V. Smith. The following week the same customer might appear as Mrs. Robert Smith. Perhaps the week after that she might arrive as Mrs. R. Smith. This meant, in many cases, three separate laundry marks. At that rate, McCord's was building a huge volume of identification record books, and not a few errors.

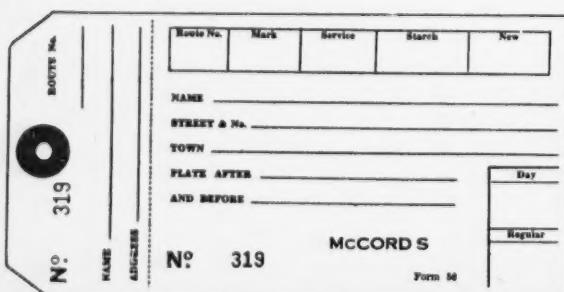
In the same manner, marking girls might interpret

TUESDAY		AMOUNT _____	ROUTE			
TUESDAY		AMOUNT _____				
TUESDAY						
M C C O R D ' S						
CHECKED		SPECIAL INSTRUCTIONS				
Lot. No.						
TUESDAY						
M C C O R D ' S						
CHECKED		SPECIAL INSTRUCTIONS				
Lot. No.						
TUESDAY						
M C C O R D ' S						
THIRTY	THIRTY Shirts Finished	FLUFF DRY	FLUFF DRY Shirts Finished	LIST PRICE	ALL FINISHED	Pls. No.
Lot. No.				Check		
POUNDS ENTIRE BUNDLE _____ POUNDS WEARING APPAREL _____ POUNDS FLAT WORK _____ SHIRTS _____ BUDS _____ LBS. COLLARS _____						
TOTAL CHARGES						
Everybody can afford to send their Dry Cleaning to McCord						
SPECIAL INSTRUCTIONS						

Regular McCord bundle ticket is returned with tag to bundle after being printed. Tag, tied to bundle, is removed and ticket is inserted. Rule is that all bundles must be addressograph-printed, which reduces errors, number of marks assigned

a quickly written "Smith" as "Snoth," and one more mark would go out. However, by insisting that the two-part tags be used and that all tickets must be printed, McCord's has been able to cut down on errors as well as the number of outstanding marks.

The interim tag process for new bundles also helps customer control. Stamping addressograph plates at the time of mark assignment assures immediate knowledge of customer activity because the plate is on file in control and mailing lists. The tag system can also be used to make certain that changes of name and address are recorded properly by all departments. ●



Perforated two-part tag is filled out by routemen before new bundle is processed. Short part stays with bundle, long part goes to office where mark is assigned and addressograph plate stamped



**but *you* can *WASTE* more money
using *INEFFICIENT, SHORT-LIFE TRUCKS!***

**LAUNDRIES
EVERYWHERE
NOW USE**

**STURDY
LONG-LIFE
ECONOMICAL**
DIVCOS
Built to Last for YEARS and YEARS!

● LOTS of top laundry executives keep a sharp lookout for wasteful practices on the production floor in order to keep waste down and profits up. BUT — how about wasteful, expensive route delivery trucks? A laundry delivery fleet is a big, important investment. Replacing expensive worn-out parts — or operating excessive gas consuming engines — or trading a truck after only 4 or 5 years of life — these items in fleet operations can be tremendously wasteful and expensive. For these important reasons, many laundries now use fleets of sturdy, long-life, economical DIVCOS. They save gasoline. They reduce truck maintenance to the very minimum. They operate their DIVCOS 8, 10 and 12 years. You see, we deliberately engineer DIVCO to accomplish these important economies. When buying your next truck why not consider DIVCO!



DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICH.

more Quality is a way of doing business

Quality means more profits for you—and Armour products mean quality!

For your customers, quality means white shirts fresh and bright, color work that's snappy, laundry that is *really* clean. For you, it means repeat customers.

The best way to assure quality in your work is to use good soaps and detergents—ones you can rely on. And you can rely on Armour's quality products.

For your whitework, for instance, you need a quick-penetrating, high titer soap. It's got to stay active under high whitework temperatures. From Armour's complete line of superior soaps, you can choose either Flint Chips or Giant Powder.

Flint Chips, a neutral soap containing a minimum

of 88% anhydrous soap, has a titer of 41-42° C. This excellent non-built product is also available in powdered form, containing a minimum of 92% anhydrous soap. And Giant Powder is a ready-built product with high soap content, also with a titer of 41-42° C.

For your color work, you can guarantee quality by using Hilo Powder. Hilo is a balanced blend of fine builders and medium titer soap. It knocks out 90% of the dirt in the first suds—and at safe, low temperatures.

For these or other quality products, your Armour salesman is the man to see. He has more different soaps and synthetics than anybody!

ARMOUR

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January 15, 1953

STARCHROOM LAUNDRY JOURNAL

35



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Joint Indiana Group Meeting

By LOU BELLEW

THE FIRST ANNUAL CONVENTION of the Indiana Drycleaning and Laundry Institute, which was formed last year by a merger of the state's two industry groups, was held in Indianapolis November 21 and 22. The association includes in its membership all segments of the two industries, and the registration of 225 included 35 self-service laundry operators.

The first day was taken up by visitations to laundry, drycleaning and self-service plants in the Indianapolis area, with the evening devoted to a "smoker."

Saturday was the day for the speaking and discussion program. Paul Lerche, membership chairman, and Joe Coughlin, president, filled in as masters of ceremony in place of Executive Secretary Dale Crittenberger, who was absent because of illness.

After a showing of the film, "After the Ball Was Over," the morning session featured several well-known convention speakers. Bill Boyd, sales manager of the Sanitone division, Emery Industries, Inc., gave his hard-hitting talk on "Prelude to a Sale," and urged long-range optimism on the industry's future. John Gray

of Adeo, Inc., discussed various aspects of the strong soap method of cleaning. Hy Schwartz, editor of *American Laundry Digest*, criticized the laundry industry for failure to change with the times.

Self-service laundry operation was the topic of the first afternoon speaker, Francis J. Raymond, vice-president of the Self-Service Laundry Association of Indiana. Among the points which he stressed concerning self-service operation were that they were most profitable on the basis of the amount of money invested and that they were successful primarily because they offer fast service and personal attention.

Naturally, a state senator scheduled to address the group failed to show up. Kenneth Ballinger, laundry-owner of Anderson, Ind., told more about legislation than the honorable senator would have, and had the delegates rolling in the aisles.

Dale Crittenberger arrived against doctor's orders in time to wind up the meeting, and adjourned the group until time for the evening buffet which wrapped up the convention.

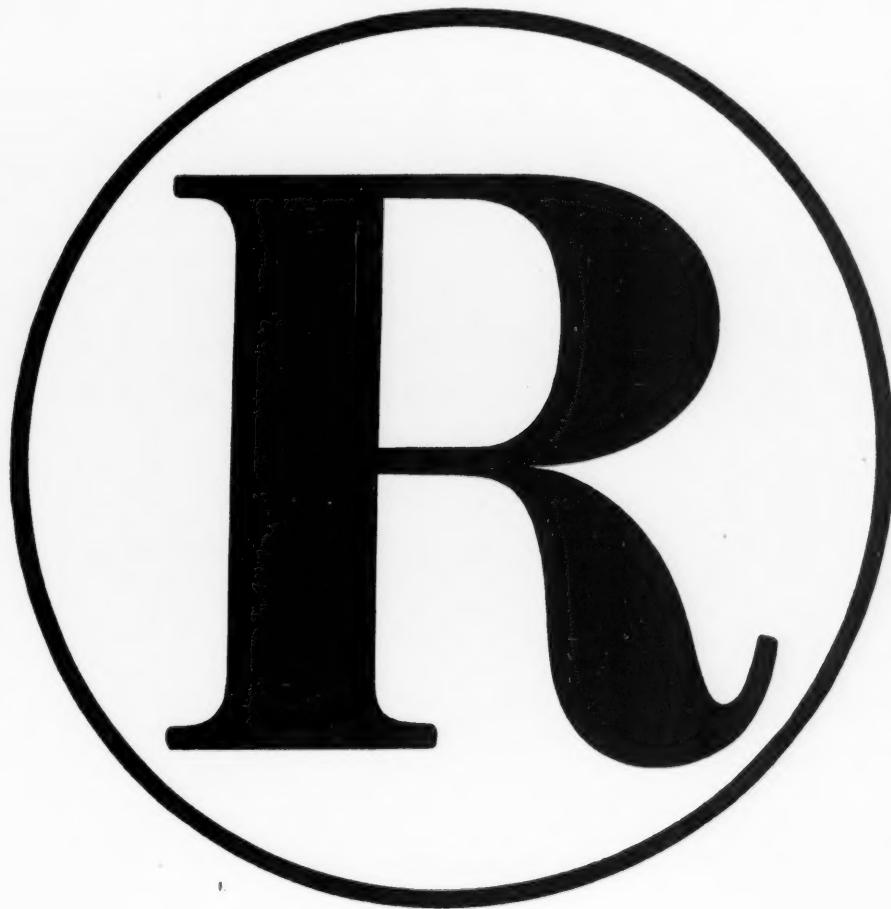
Indiana Self-Service Convention

By LOU BELLEW

SELF-SERVICE OPERATORS from nearly every part of the state attended the annual fall meeting of the Self-Service Laundry Association of Indiana on November 22 and 23 in Indianapolis. Approximately 50 of Indiana's estimated 160 self-service laundries are members of the association, and this was the best-attended meeting in the group's three-year history.

The convention opened on Saturday evening, November 22, with a smoker and a buffet dinner. Follow-

ing the dinner, representatives of the manufacturers of large commercial-type washers discussed their companies' contributions to the automatic laundry field. Included were talks by F. H. Winslow, vice-president of the Hammond Laundry-Cleaning Machinery Company; W. A. Pellerin of the Pellerin Milnor Corp., and James Butler of the U. S. Hoffman Machinery Corp. The B. & G. Machinery Company presented a film on Prosperity washers. (Continued on page 38)

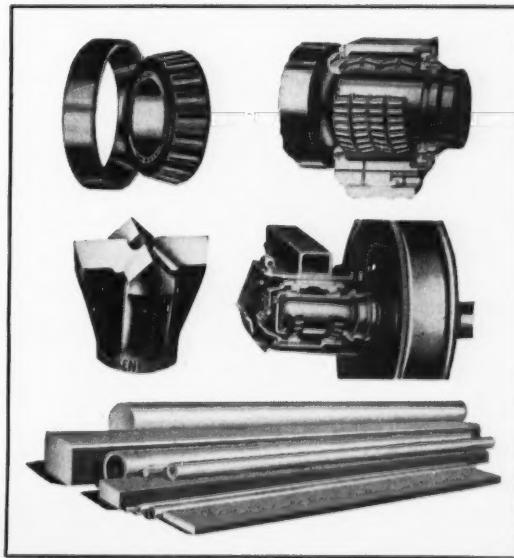


There's an "R" in **TIMKEN®**

HAVE you ever noticed we often spell "TIMKEN"® with an "R"? It's just to the right, near the top of the "N", and it means that "TIMKEN" is the registered trade-mark of The Timken Roller Bearing Company. It's your assurance of getting the highest quality tapered roller bearings, fine alloy steel bars, seamless steel tubing or removable rock bits.

But remember, "TIMKEN" is a trade-mark, not a type of product, and you'll find it only on products made by the Timken Company.

Industry has made it a habit to look for the trade-mark "TIMKEN" when buying tapered roller bearings, alloy steel bars or rock bits. Why not make "TIMKEN" your "buy word" too? There's over 50 years of experience behind it. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



(Continued from page 36)

Sunday morning's program, which opened with a brief business meeting, was divided into three sessions. Richard Tomlin, an Atlanta, Ga., operator, delivered a message from Walter Turrentine, publisher of the *Automatic Launderer and Cleaner*, in which Mr. Turrentine cited the strides made in the automatic laundry field and urged the development of a national organization. Hy Schwartz, editor of *American Laundry Digest*, advised the operators on methods to increase volume and asserted that the potential laundry market has barely been tapped.

At another session on small washers, Bendix operators heard a discussion on parts and maintenance problems by L. F. Springman, a Bendix engineer, while Westinghouse operators heard from Harold Simon, service manager of ALD, Inc. At the same time, employees in another meeting listened to an address on customer relations by Loren Skaats, Indianapolis operator.

The convention was concluded early in the afternoon with an after-dinner address by Balfour J. Augst, field and research engineer for Armour and Company, who discussed good washing techniques, effects of water temperature and the proper use of bleach.

Kentucky Association Convenes

THE KENTUCKY STATE Laundry and Cleaners Association held its annual convention in Louisville December 5 and 6, at the Kentucky Hotel.

About 60 of the 85 association members attended. The association's annual dinner, accompanied with music and entertainment, highlighted the convention after its first session.

The convention's first session began at 1:30 p.m. Friday, Dec. 5. It opened with the general business of appointing committees, making nominations and resolutions and appointing a sergeant-at-arms.

Bill Boyd, sales manager of the Sanitone division of Emery Industries, made the meeting's keynote speech, "Blue Print for Selling." Mr. Boyd emphasized selling with punch and perseverance. He compared many companies and told of their methods of door-to-door selling of the laundry and cleaning business. He said everyone knows what the business will do, so it takes a good selling job to boost business.

Following, R. V. Finch of Cowles Chemical Company, Cleveland, spoke on "Short Formula With Or Without Quality." The talk covered what the regular laundries face from competition of quick service laundries. He outlined some possibilities for time-cutting formulas without losing cleansing quality. Mr. Finch noted, however, that time can be saved only to a certain degree. He said that substances put into clothes for the purpose of removing dirt must be removed by rinse or else some quality is lost—what is put into clothes must be taken out.

The first session of the formal meeting was concluded by a film presented by Benton Perry, special technical representative of the U. S. Hoffman Machinery Corp. The movie, filmed in a Chicago cleaning plant, showed the latest specialized machinery used in silk and wool finishing. Special machines were recommended for these jobs to improve quality.

John P. Gray, of Adeo, Inc., Sedalia, Mo., opened the Saturday morning meeting with a talk on the use of charged systems for cleaning.

After Mr. Gray's talk, P. E. Spalding, Jr., president of the Greater Louisville Laundry Owners Association, gave a report on local problems and how these problems affect the industry statewide.

The final speech was made by John Slick, Jr., of Slick Family Wash, Fort Wayne, Indiana. He provided a good description on how to promote good public relations. He told of the success he had building goodwill, employee morale, and prospective business with an open house at his plant. Mr. Slick told the convention that laundries should let the public know the job being done and the work required to give quality service. He told also of some of the problems, costs, and preparations necessary for a public plant visitation.

The convention was closed by special committee reports and an announcement of elected officers. Waldo Kamman, formerly association vice-president and owner of Weed Laundry & Zorie Cleaners in Corbin, was named president for 1953. Walter A. Boone, Elizabethtown, was elected vice-president, and Wilbur O. Fields, Louisville attorney, was reappointed managing director of the association. Eugene Perkins, Louisville, one of the oldest active members, was named the association's convention sergeant-at-arms for life.

Ten directors were elected, giving most sections of Kentucky an association representative. J. Randall Barger, Owensboro, was elected chairman of the board of directors. Mr. Barger was the 1952 association president. Other directors are Richard E. Fairhurst, Paducah; Carl W. Gaines, Frankfort; C. L. Thompson, Lexington; Eph Bouchard, Louisville; Lindsay Logan, Shelbyville; J. W. Terry, London; W. N. Vogler, Jr., Bowling Green; C. Lisle Kays, Covington, and Virgil Watson, Ashland.



KENTUCKY OFFICERS, left to right: J. Randall Barger, Eugene Perkins, Wilbur O. Fields, Waldo Kamman, Walter A. Boone



KOHNSTAMM
was the match maker...
with **INEX**
and the Short Rinse Formula

Everybody...everywhere...has fallen
head over heels for SRF...the amazing Short Rinse Formula
that lifts laundry work far above any form of competition.
Whitest whites you've ever seen...immediate results you can see and
feel in the very first pieces you wash!

INEX, the miracle rinsing aid, makes it possible, and it's an exclusive
development of the Kohnstamm Research Laboratories. Even the most
skeptical are now convinced, because Inex not only guarantees whiteness
and wonderful finish, but gives you the big PLUS of
savings in time, fuel, labor and equipment.

Try just one load with the Short Rinse Formula, and compare. Your
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OF QUALITY LAUNDRY AND CLEANING SUPPLIES

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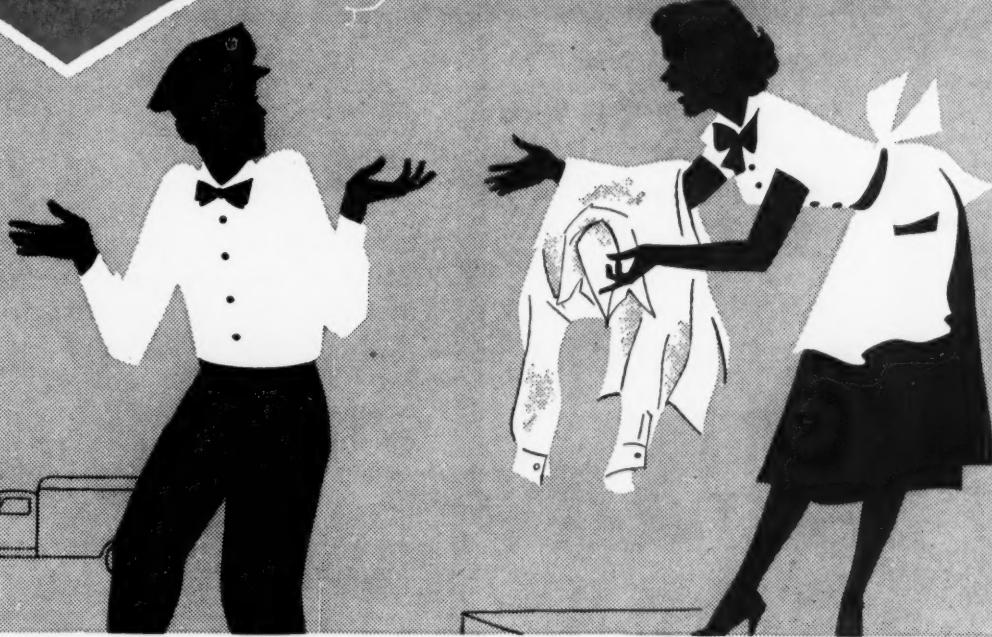
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10-Minute Shirt Service	Mar.	60			
STARCH					
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STATISTICS AND SURVEYS					
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TRAINING					
A.I.L. School To Feature Short Courses	Aug.	58			
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Disabled Veterans Eligible for Vocational Training Benefits	Jan.	48			
Laundry Management Course Offered in New York	Aug.	88			
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Orientation	Sept.	44			
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TRUCKS					
Backing Responsible for Most Laundry Truck Accidents	Mar.	60			
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Route Rooms at Acme	May	15			
System Slashes Route Losses	Nov.	48			
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Empire State Unveils New Store	July	64			
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How Soap Regenerators Improve Quality	May	22			
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How To Use Starch To Increase Sales	Nov.	32			
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Washroom Chemistry Course in New York	Oct.	56			
Washroom Information	Sept.	65			
Washwheel Maintenance	Oct.	28			
Water Supply	Sept.	78			
Water Supply and Conditioning	Feb.	22			



What's the difference? The difference is **CALGON!**

INCREASE YOUR BUSINESS . . . USE CALGON! Calgon is the thriftest, easiest, quickest way to make all the supplies in your washing formula work better! Gives you quality work . . . satisfied customers.

Calgon ties up the hardness minerals that otherwise react with soap to form film, waste soap, and prevent top-quality work.

Hardness minerals are also added to soft water and zeolite-treated water through the soil in dirty clothes. So Calgon is needed in *any* water!

Try Calgon in *your* washing formula. You'll see what a difference it makes. And you'll find that your increased business is worth the difference.

Calgon makes any soap wash better . . . makes any water rinse better!

CALGON* IS EASY TO USE . . . CHOOSE THE FORM THAT'S BEST SUITED TO YOUR NEEDS
for Quality Laundering . . . Wetcleaning . . . Rug and Upholstery Shampooing!



*Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

Laundry News Notes



BARBOURVILLE, KY.—Fire has destroyed the DeLuxe Laundry, just outside the city on Route 25. Damage was estimated at \$55,000 to \$60,000 replacement value, with an additional loss of approximately \$25,000 in clothing and other supplies. Only a small amount of insurance was carried.

LOUISVILLE, KY.—A building permit for a structure costing \$50,000 at 2142 Lancashire was issued to the Llewellyn Laundry. The laundry has a plant at 1529 S. Third and a branch at 128 Breckinridge Lane.

SHELBYVILLE, TENN.—Fire has destroyed the Shelbyville Model Laundry and Cleaners, causing a loss estimated at \$75,000.

NASHVILLE, TENN.—Two Nashville laundries recently have received safety awards. The Ideal Laundry, 235 Woodland St., has gone 23 months and 446,160 man-hours without a lost-time accident. The Hermitage Laundry, 120 Fifth Ave., S., has gone 17 months and 435,068 man-hours without a worker being injured.

SPARTANSBURG, S. C.—The Laundrette has enlarged its plant and installed additional equipment.

LAKE CITY, S. C.—The Kil-Kare Laundry has installed new equipment.

MIAMI, FLA.—Hubert J. Smith has been appointed general manager of the Miami Laundry Company retail plant, 28 Northeast Third St. He has been superintendent of the drycleaning department for the past 17 years.

FT. LAUDERDALE, FLA.—Davis Seven Hour Laundry and Dry Cleaners, Inc., has been awarded a contract by the Ft. Lauderdale City Commission to provide laundry service for municipal hospitals on the basis of a low bid upon recommendation by the City Hospital Commission.

ORLANDO, FLA.—The Orlando Steam Laundry has installed additional new equipment, according to president and general manager Dave Hillman.

MIAMI BEACH, FLA.—A Miami Beach city judge has ruled that the Sherry Frontenac Hotel management was not guilty of violating a local zoning ordinance by doing hotel laundry work for the Robert Richter and Sovereign Hotels.

HONOLULU, HAWAII—A fire which swept the Pacific Laundry Co. plant at 932 Chapin St. caused at least \$75,000 damage. The company has since resumed operations.

VICTORIA, TEXAS—A new branch of the Cuero (Texas) Steam Laundry is being built here, according to owner Joe Yamin.



OSAGE CITY, KAN.—The Montgomery Self Service Laundry at 501 Main St., owned by Mr. and Mrs. G. S. Montgomery, has been remodeled and has installed new equipment.

LYNDON, KAN.—Mr. and Mrs. Ray Shamblen have opened a laundry in the building formerly occupied by the Jack Elmore Recreation Parlor. Facilities are available for self-service operation and regular laundry service.

BLAIR, OKLA.—The Blair Laundry has been purchased by J. D. McGregor from H. F. Dennis, who had been owner for the past four years.

HARTSHONE, OKLA.—Cecil Addison has purchased the Surry Help Yourself Laundry.

SAN FRANCISCO, CAL.—The Independent Laundry has filed for dissolution of incorporation.

LAKEPORT, CAL.—The Lakeport Electric Laundry has been sold to Mr. and Mrs. Rudolph Zak by Mr. and Mrs. John DeWaal.

SANTA BARBARA, CAL.—The Milpas Laundromat and Cleaners at 713 North Milpas St. has been opened by Mr. and Mrs. Paul Burkard, owners and operators.

DESERT HOT SPRINGS, CAL.—The Self Service Laundry has been opened by Joe and Marion Merrick on Pierson St., near the post office.

ROSWELL, N. MEX.—Paul Courson, owner and manager of the Laundromat, 800 South Main, has installed five new automatic washers.

DENVER, COLO.—The American Linen Supply Company has purchased the Oxford Linen Service Company, 1831 Welton St., and five pieces of equipment from the Westminster Laundry, 1833 Welton St. Both concerns occupy buildings scheduled to be torn down for a city off-street parking project. American plans to begin a large-scale linen supply operation in Denver.



OSWEGO, ORE.—The Oswego Laundromat, owned by Mr. and Mrs. Rod McPheeters, opened recently on First Street between B and C.

ALBANY, ORE.—The Albany Laundry has recently begun drycleaning operations, with new equipment installed in a 17 x 65 foot addition to the company's quarters at Second and Ferry. Nolan S. Woolsey is the manager of the new department.

ROSEBURG, ORE.—Owner Dick Horn has opened the Laundromat Half Hour Laundry which will feature both self-service and custom laundering at identical prices.

OROFINO, IDAHO—Ted Berry has purchased the interest of his partner, Armand Gendreau, in the Ideal Laundry.

JAMESTOWN, N. D.—A new laundromat, owned by Mr. and Mrs. Lowell Mosher, has opened in the Lahlum pick-up station building on First Ave., North. (Continued on page 60)

YOUR
STAR
OF THE
FUTURE

UNIPRESS
...the Constellation shirt finishing unit

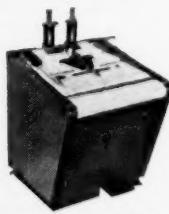


2 OUTSTANDING STARS
in shirt finishing

UNIPRESS
ONE LAY
SLEEVER
Irons up to
185
top quality
shirts per hour



Unipress One Lay Cabinet Sleever is designed for fast lays . . . automatic cuff release . . . and beautiful ironing up to 185 shirts per hour.



UNIPRESS
AUTOMATIC
FOLDING TABLE
Folds . . . bands
. . . stacks
up to
185
beautiful
shirts per hour

Operation of Unipress Automatic Folding Table is simple. Place shirt on table. Press button. Go about other work while shirt is automatically folded, banded, and stacked in just a few seconds. No other machine has so many features.

96

QUALITY SHIRTS per hour
. . . with only **2 GIRLS!**

Two new machines provide amazing production in this compact Unipress CONSTELLATION Shirt Unit. The new Unipress One Lay Sleever perfectly irons two shirt sleeves in one fast easy lay in just 6 seconds. The new Unipress Automatic Folding Table folds, bands, and stacks AUTOMATICALLY. Operator merely lays shirt . . . presses a button . . . and goes about other work. Tested and proven, both machines are simple in design and built for long carefree service . . . typical of Unipress engineering and construction.

With balanced rhythmic operation, two girls easily finish up to 96 top quality shirts per hour. This means lower production costs to you and greater profits. Training is faster and easier too!

It will pay you to ask about the operation of this new 2 Girl Unipress CONSTELLATION Shirt Unit today!

ACT NOW . . .

Mail this coupon today for layout and operating details of the new **UNIPRESS CONSTELLATION SHIRT UNIT**



Unipress Company
2800 Lyndale Ave. S., Minneapolis, Minn.

Send floor plans and complete information on
2 Girl CONSTELLATION Shirt Unit
3 Girl CONSTELLATION Shirt Unit
Unipress Automatic Folding Table
Unipress One Lay Sleever



Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

The *Manufacturers of Laundry Power Presses and Equipment*
UNIPRESS Company
2800 LYNDALE AVENUE SOUTH • MINNEAPOLIS

(Continued from page 48)



ASHTABULA, OHIO—The Launder-X, 2702 Lake Ave., celebrated its fifth anniversary with free refreshments and souvenirs for the customers.

LORAIN, OHIO—The former Modern Troy Laundry has reopened under the name of the New Modern Troy Laundry at 200 10th St.

FREMONT, OHIO—Kenneth R. Bowles has opened the KenMar Laundromat at 818 East State St.

GROVE CITY, OHIO—A new laundromat has been opened on South Broadway by Mr. and Mrs. F. Weishaupt and Mrs. Lucille Downs.

TOLEDO, OHIO—The Homesville Self Laundry at 1357 Sylvania Ave. has been purchased by Marion A. Risk from J. H. Jewhurst.

TOLEDO, OHIO—The Beverly Self Service Laundry, with Mrs. Dorothy Garris as manager, was opened in the rear of the Lucas Appliance Co., 3656 Rugby Drive.

PORTSMOUTH, OHIO—The Scioto Trail Laundromat has opened at Scioto Trail and 22nd St. with John M. Salladay and his son, John R. Salladay, as owners and operators.

GALLIPOLIS, OHIO—The Ohio Valley Laundry Co., located on Third Ave. for nearly 30 years, is moving to a building formerly occupied by a broom factory.

GALLIPOLIS, OHIO—L. G. Marchi has opened a laundromat in the Tabit building at the corner of Third Ave. and Court St.

GALLIPOLIS, OHIO—The hospital laundry has been remodeled at a cost of \$4,000 and has installed almost \$20,000 worth of new equipment.

EAST CHICAGO, IND.—The Calumet Laundry has opened a new branch store at 3328 Michigan Ave.

ANDERSON, IND.—The Grand Laundry has opened at 635 Meridian St., featuring individual family washing service.

HAMMOND, IND.—Andrew Chapman, owner of Chapman Launderers and Cleaners, has been elected president of the Calumet Institute of Laundering. He succeeds Arthur Lebo of Gary, Ind.

KIRKWOOD, MO.—A certificate of incorporation has been issued for the establishment of a laundry and drycleaning business under the name of the Kirkwood Drive-In Laundry, Inc., at 111A N. Kirkwood Rd.

JACKSON, MICH.—Following a fire due to a recent riot, the Southern Michigan prison has resumed its laundry operations.

PAW PAW, MICH.—The new building of the Paw Paw Laundry and Dry Cleaning Co. has been opened on East Michigan St. The plant's former building was destroyed by fire several months ago.

MILWAUKEE, WIS.—The South Side Laundry & Dry Cleaners, Inc., won first prize in its classification in 1952 Wisconsin motor vehicle fleet safety contest.

MILWAUKEE, WIS.—The Atlantic Laundry & Dry Cleaners has installed \$30,000 worth of new flat work ironing equipment.



CHARLESTON, W. VA.—Completing almost 30 years of service as general manager of the Charleston Laundry Co., John B. Aicken retired last month. H. Clifford Morris succeeded Mr. Aicken as general manager.

CHARLESTON, W. VA.—A \$50,000 permit has been issued to the Home Pearl Laundry, 328 Hazlett Ave., Warwood, for the construction of a two-story addition to its plant.

PROVIDENCE, R. I.—The Mayfair Laundry building at 60 George M. Cohan Blvd., between Benefit and Tockwotton Sts., has been sold to the Manna Hoffman Supply Co., Inc., of which Domenic Manna is president.

ITHACA, N. Y.—Ithaca Laundries and Dry Cleaners, Inc., has opened a self-service laundry, the Wash'n Shop, at 336 E. State St., providing drive-in facilities.

NEW YORK, N. Y.—Plans have been filed for the construction of one-story addition to the Rite Way Laundry Co., 3319-35, Atlantic Ave., Brooklyn.

RED BANK, N. J.—Plans for establishment of a laundry at the Riverview Hospital has been abandoned, since it was found it would be too costly.

TRENTON, N. J.—The Blakely Laundry has recently installed new drycleaning equipment.

NEWARK, N. J.—At the last meeting of the North Jersey Institutional Laundry Managers' Association, the present officers were re-elected to serve during 1953. They include Herbert Harris, president; Fred Stubbfield, vice-president; Edward Barrett, treasurer, and James Quinn, secretary.

Harry Leff, guest speaker of the evening, gave an interesting talk on starch.

HARRISBURG, PA.—The One-Hour Valet has received permission for operation of a laundry and drycleaning business at 300 North Second St.

COLUMBIA, PA.—A laundry at 336-346 Poplar St. was sold at public auction to C. W. Eaby, Jr., for \$833.85. Former owner was Hobart M. Martin.

ANDOVER, MASS.—A fire at the Shawsheen Laundry, Inc., 2 Haverhill St., caused an estimated damage of between \$5,000 and \$6,000.

HYDE PARK, MASS.—The stock of the Ideal Family Laundry, Inc., 899 Hyde Park, has been purchased by Agan's Laundry and Cleaners, Inc., 8-18 Mill St., Newport, R. I. John J. Egan and Archie Turcotte are the new owners. The plant facilities will be expanded to include drycleaning and fur storage.

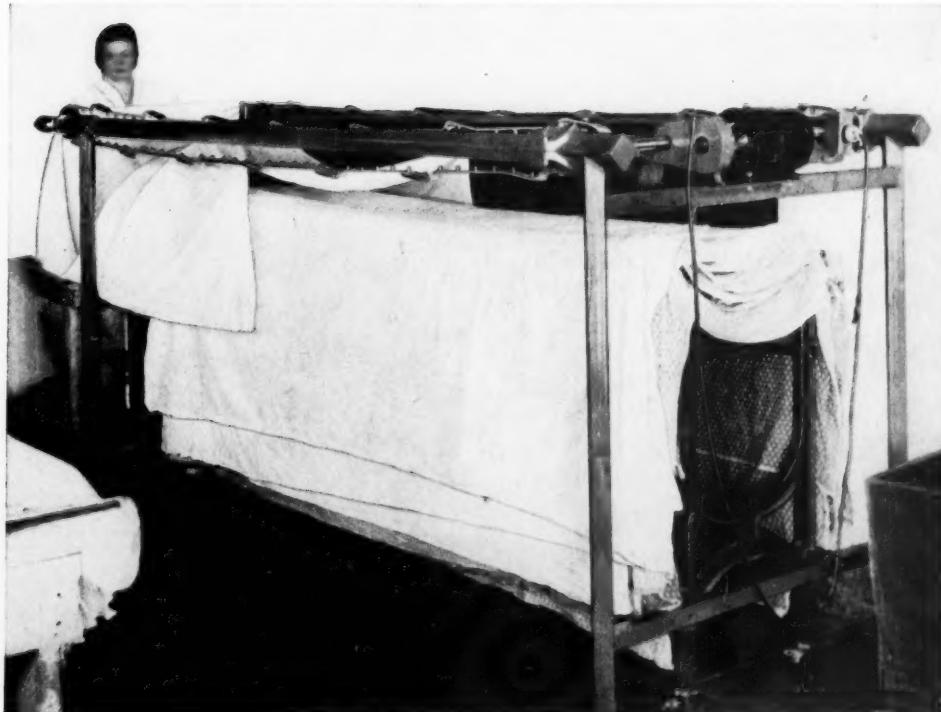
HOLYOKE, MASS.—Plans for the establishment of a proposed laundromat at 12 Woodbridge St. have been held up due to the failure to obtain a building permit under the present zoning laws.

GREENFIELD, MASS.—Edward S. Frenier, proprietor of the Highland Laundry in Holyoke, and his brother William, owner of the Sanitary Laundry in Northampton, have purchased the equipment of the Greenfield Laundry Co. at public auction.

MELROSE, MASS.—The Whitney Laundry, owned by John L. Whitney and formerly located at 673 Main St., has moved to new quarters at 20 Essex St.

SAGER "B" SPREADER

Manufactured by **M. A. POCOCK** 1234 Central Ave. N.E.
Minneapolis 13, Minn.



The IDEAL machine for Laundries, Hotels and Institutions having from 800 to 2500 sheets and spreads a day. (In Lots or Fully Identified)

ONE Operator can do the work of two if not three hand shakers and with far less fatigue. Operators remain ON the job. Labor turnover on the toughest hand labor job in laundry is greatly reduced.

Ironer production can be materially increased through the use of higher ironer speeds and a continuous flow of work. Racks hold from 80 to 90 sheets doing away with constant pole or feed board changes.

(Three racks standard equipment with each machine.)

"WORLD'S LEADING MANUFACTURER OF THE WORLD'S FINEST LAUNDRY EQUIPMENT...

SINCE 1868.



AMERICAN'S Mechanized "Firsts" Still Headline Today's Story of Washroom Savings!



Pioneers in reducing time, labor and costs in laundry washer operation, AMERICAN has consistently led the field in introducing outstanding improvements and in promoting history-making mechanical advances.

Shown at the right are some recognized AMERICAN accomplishments, which have not only made washer history, but are still unequalled in the Laundry Machinery Industry.

In the CASCADE Automatic Unloading Washer with Completely Automatic Washing Control, we proudly offer the ULTIMATE in washer productivity available at the present time.

Perfected through years of research, and proven by years of sterling performance, the CASCADE Unloading Washer with Full-Automatic Control has absolutely no peer in economy of operation; potential for savings in time, labor and supplies; and exceptionally low maintenance expense.

In addition, the so-called "Higher Initial Cost"—necessitated by AMERICAN's scrupulous standards of workmanship and design specifications—is not only quickly written off, but EARNED BACK MANY TIMES OVER.

WRITE TODAY for COMPLETE facts and figures based on actual case histories of laundries of every size that have made almost unbelievable savings with AMERICAN'S CASCADE Automatic Unloading Washer and Full-Automatic Washing Control.

**The
AMERICAN
LAUNDRY MACHINERY CO.**

CINCINNATI 12, OHIO



**YEARS AGO ...
YEARS AHEAD!**

1921

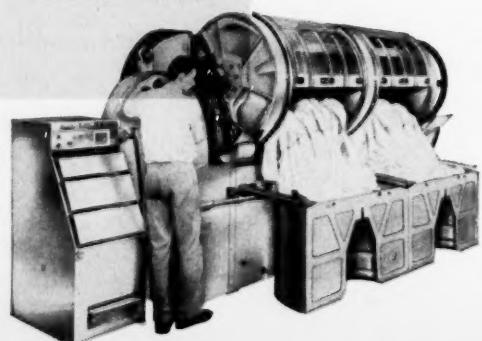
*Horizontal—
Partition CASCADE
Washer*

1925

*Automatic—
Unloading
CASCADE Washer*

1938

*Full-Automatic
CASCADE Control*



Program Announced For Young Men's Conference

THE FOURTH ANNUAL A.I.L Young Men's Management Conference, with its theme being "Better Management in '53," is scheduled for Wednesday and Thursday, February 11 and 12, at the Allerton Hotel, Cleveland, Ohio. As usual, the meetings will immediately precede the annual convention of the National Institute of Cleaning and Dyeing.

Delegates attending the conference will hear talks that discuss the pros and cons of operating a combined laundry and drycleaning business, evaluate the place of linen supply in a family laundry plant, reveal techniques for setting up a successful open house, point out areas where accountants can help improve management control, and cite methods for improving personnel relations and plant morale.

Other outstanding young leaders of the laundry industry plan to speak on merchandising, management, production and sales techniques. The highlight of the two-day program will be a panel discussion of current laundry problems.

Registration for the conference, which is limited to laundrymen and allied tradesmen who are 40 years of age or younger, will be \$25.00. This fee will cover all costs, including two luncheon meetings and a dinner.

The first day's session will begin at 10:00 a.m. by introducing William S. Richardson of Crown Laundry, Sherbrooke, Quebec, Canada, who will speak on "Personnel Relations and Plant Morale." He will be followed by an address on "How Your Accountant Can Help You in Management Control," to be given by Joseph A. Robertson of Rutters Laundry, Lawrence, Mass.

At luncheon on the opening day, the delegates will hear an address by Kirkland Sloper, industrial relations director of the Monarch Aluminum Manufacturing Company, Cleveland, Ohio.

At the afternoon session, Theodore W. Ward of the La Crosse Laundry and Cleaning Company, La Crosse, Wis., will speak on "A Laundry In the Drycleaning Business." He will be followed by Fergus Briggs of the National Laundry and Linen Supply Company, Poca-

tello, Idaho, whose address is entitled "Linen Supply In A Family Laundry Plant." This session will be concluded with a talk on "Are We Selling Laundry Service?" by Boyd H. Lewis of New Orleans Laundries, Inc., New Orleans, La.

The conference will reconvene for a dinner meeting at 7:00 p.m. which will be highlighted by a panel discussion on current laundry problems entitled "Where Do We Go From Here?" The panel members will include William E. Kenney, Jr., Davis Laundry and Cleaning Company, Cleveland; Herbert L. Abraham, Adelman Laundry, Milwaukee; John G. Schott, Norris Laundry Company, Norristown, Pa., and Elbert R. Fitch, Fitch's Laundry, La Salle, Ill.

Some of the important problems to be covered in the panel discussion will be route sales, women employee turnover, plant schedules, quick service, cash-and-carry volume, insurance, accounting, adjustments and quality of service.

At 9:30 a.m. Wednesday, the second day of the conference will get underway with a talk on "Recruiting Help In A Tight Labor Market" by Donald Hall of the Star-Palace Laundry, Rochester, N. Y. He will be followed by Robert T. Baxter of Baxter Laundries Corp., Grand Rapids, Mich., who will speak on "Our Merchandising Program."

At the luncheon meeting, Albert Johnson, A.I.L. general manager will give an address entitled "We Often Miss The Obvious."

Concluding the conference that afternoon will be talks by C. Burt Myers, Jr., of Myers Launderers and Cleaners, Ashland, Ohio, who will speak on "Holiday House of Laundering," and by John L. Slick, Jr., of Slick's Family Washing Company, Fort Wayne, Ind., whose subject will be "How to Set Up an Open House."

Applications for the conference are now being accepted by the American Institute of Laundering Membership Department in Joliet, Ill. Hotel reservations, however, should be made by writing direct to the Allerton Hotel in Cleveland.

A.I.L. Issues Reports on Prize Ads, Laundry Sales

The A.I.L. has published two new Special Reports—one on advertising, another on sales statistics—which should be helpful to launderers.

They are Special Report No. 199, containing reproductions of prize-winning entries in the 12th annual industry advertising contest, and Special Report No. 200, covering "Laundry Sales Per Capita."

The Special Report on advertising contains newspaper ads, folders, bundle inserts, sales letters, radio and television scripts, and other material. The Institute's department of sales and advertising points out that many

launderers use the reproduced ads for ideas when creating their own campaigns.

The prize-winning entries contained in Special Report No. 199 were selected by an impartial group of professional advertising executives. They were judged on the basis of originality, effectiveness of headline, illustration, copy and layout.

The report on "Laundry Sales Per Capita" includes statistics on effective buying incomes in various geographic areas. It also contains basic information on all laundry services, family services and population figures.

Aids Jewish Philanthropies

At a joint dinner on behalf of the Federation of Jewish Philanthropies, held at New York's Hotel Savoy-Plaza on Tuesday, December 2, over 75 members of the Laundries and Allied Trades Division and the Linen Suppliers Division contributed generously to Federation's current \$20,000,000 maintenance campaign on behalf of its 116 hospitals and social service institutions.

The dinner, which was in honor of Walter Nelson,

of the United Coat and Apron Supply Co., and Robert Mandel, of Cupid Diaper Service, was one of the most successful in the history of the industries' Federation campaigns, according to Philip Sabin, of Carolyn Laundry, chairman, who presided at the affair.

Mr. Nelson and Mr. Mandel received scrolls of honor "in appreciation of their many years of outstanding service to the industry and to the community."

not much as a tip...



a penny
buys plenty in starch

Just think! The difference in cost between ordinary starch and Satinette is only a penny or two a pound.

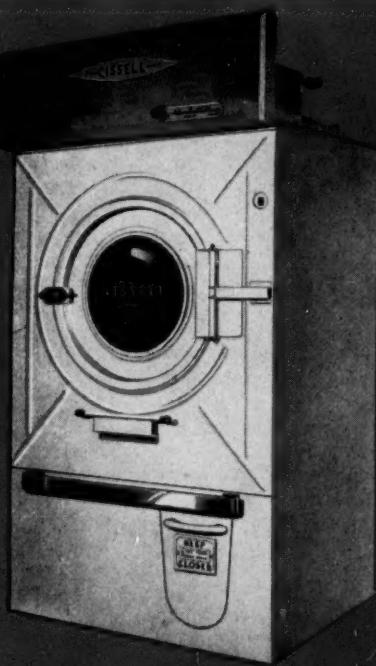
But what a difference it makes in smoother finish . . . greater pliability . . . customer satisfaction. And the penny comes back in greater economy. Since Satinette is non-congealing, you use it *all*.

THE KEEVER STARCH COMPANY
COLUMBUS 15, OHIO

STARCH COSTS SO LITTLE
IT PAYS TO USE THE BEST



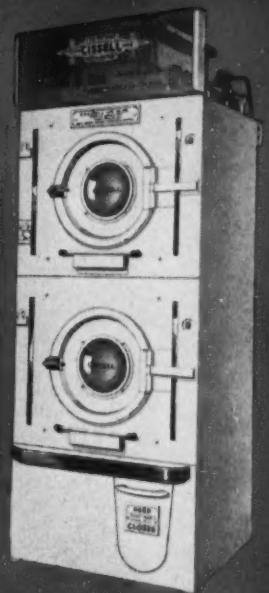
DRYING CISSELL TUMBLERS



THE 36" x 30" LAUNDRY TUMBLER
Gas-Fired or Steam-Heated



THE 36" x 30" DRY CLEANING TUMBLER
Steam-Heated — Explosion Controls



THE TWIN LAUNDRY TUMBLER
Gas-Fired or Steam-Heated

THE 36" x 30" GAS-FIRED LAUNDRY TUMBLER	\$350
THE 4-COIL 36" x 30" STEAM-HEATED LAUNDRY TUMBLER	\$350
THE GAS-FIRED TWIN LAUNDRY TUMBLER	\$390
THE 4-COIL STEAM-HEATED TWIN LAUNDRY TUMBLER	\$390
THE 3-COIL 36" x 30" DRY CLEANING TUMBLER	\$600

F.O.B. Louisville, Ky. Either white or pastel green baked enamel finish.

EASY TO CLEAN BUILT-IN LINT TRAP

OTHER FEATURES THAT MEAN BETTER, LONGER SERVICE

Automatic door switch to stop rotating basket when door is opened . . . full vision, heat-resistant glass door panel . . . identification card clip . . . sturdy bumper rail . . . laundry bag holder. (On Gas-Fired Tumblers . . . built-in steel brushes to clean burner in less than 3 minutes without removing assembly . . . Robertshaw Gas Throttling Valve to guard against overheating . . . Basoid Valve for full automatic gas cut-off and automatic safety pilot protection). (On Steam-Heated Laundry Tumblers . . . two, double heating coils with dampered heat control). Gas-Fired and Steam-Heated units on Laundry Tumblers are interchangeable, permitting conversion from one type to another at any time. (On Dry Cleaning Tumbler . . . equipped with explosion proof motors and switches . . . static steam spray . . . one, double steam heating coil with dampered heat control . . . static ground connection for rotating basket . . . automatic fire or explosion safety controls with automatic electric power cut-off in case of fire or explosion).

As trap is withdrawn, reverse air flow rolls and peels lint from collecting surfaces making its removal quick . . . easy. An exclusive Cissell feature.

A CLOSE INSPECTION WILL CONVINCE YOU THAT HERE'S YOUR TUMBLER

DESIGNED to permit easy replacement of any part in less than 15 minutes. Actually, a basket can be removed quickly without disturbing belts or bearings.

EQUIPPED with separate motors for fan and basket, permitting fan to exhaust air during loading and unloading (a legal requirement in some states).

POWERED with a trouble-free Cissell Gear Reducer—equipped throughout with Timken Tapered Roller Bearings. All internal parts operate in a bath of oil. Made in Cissell factory for precision control of each part.

ENGINEERED to meet all modern drying requirements . . . now, and for years to come.

STYLED for streamlined beauty and peak performance by the manufacturer who has built the highest quality into laundry and dry cleaning equipment for more than 20 years.

20 YEARS A'GROWING

LOOK TO CISSELL FOR THE BEST

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST.—P.O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors: Address Correspondence Attention Export Dept.—Cable Code: CISSELL

CISSELL

Consult Your Jobber

How To Pre-Test Applicants For Specific Jobs

After the application form is made out by the applicant and the office girl in the California Laundry of San Diego, as explained last month (see STARCHROOM, Dec., 1952, page 48) applicants are screened and only those passing the minimum point score are given the job test (see illustration).

Girls taking the test are lined up along a counter and given a sharpened pencil, a stylus and a folded towel. The test papers are folded in the center and passed out to each girl who is told not to start reading until the signal is given. Total time allowed for the entire test is 12 minutes and this is divided into specific times for each of the four portions of the test.

Test Number 1 is a matching test which requires a checkmark after a matched pair and an X after an unmatched pair. No mathematical knowledge is required to do the test correctly, numbers being used simply because they are easily type-set. Each error is deducted twice from the total number compared to give the score

which is translated into percentage by multiplying by two (since there are 50 questions).

Only one minute is allowed for the second test which requires the counting of boxes shown in the illustration. This test not only checks speed, but it indicates ability to follow directions. The directions state specifically to check the letter in parenthesis rather than the number of blocks counted.

Test Number 3 is a test of muscular coordination and requires the use of the stylus to punch holes in each O. The folded towel is placed under the paper in this test to make punching easier. Four minutes are allowed and O. Reed Sauter, who devised the test, states that he has had applicants punch every hole perfectly. Errors (made by touching the sides of the O) are multiplied by ten and deducted from the score made on this test.

The final test is a memory test, referring back to the laundry marks listed in the original instructions on page one of the test. For markers, distributors, office employees, and others, this is a very important test.

Because San Diego employees are generally above the average for the industry, Mr. Sauter does not feel that their minimum standards would apply generally to all plants. San Diego has a big floating population of wives and families of service men, many of whom want to work only during the period their men are stationed there. Many such women have higher educational backgrounds, etc. than is usual.

Mr. Sauter believes firmly in the results of this multiple test in the placing of personnel. He has found, by giving the same test to present employees who are good at their jobs, just what scores are required to perform the particular job well. From the testing of present employees, certain standards of test achievement have been set up for each type of laundry job—and results seem to prove that this method is valid in selecting new employees. Mr. Sauter also says that some round pegs in square holes were found among present employees by the test: for example, a shake-table girl who is qualified for marking or distributing (the two highest qualification jobs in the productive end of the plant). Training of present employees can therefore be based on results of this test, too.

With the quick easy application form and this 12-minute test, Mr. Sauter can discover the value of a girl to a large extent without actually trying her on the job.

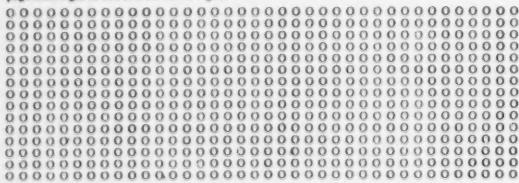
Through Mr. Sauter's courtesy, either the test forms or the application forms may be purchased through Barley Brae Printers, Del Mar, Cal. Many plants have already bought supplies. (Reproduced through courtesy of the California Laundryowners Association.)

Chicago's Idea Exchange

As a means of rendering additional service to its members, the Chicago Laundry Owners Association will distribute periodically a new type of informative bulletin.

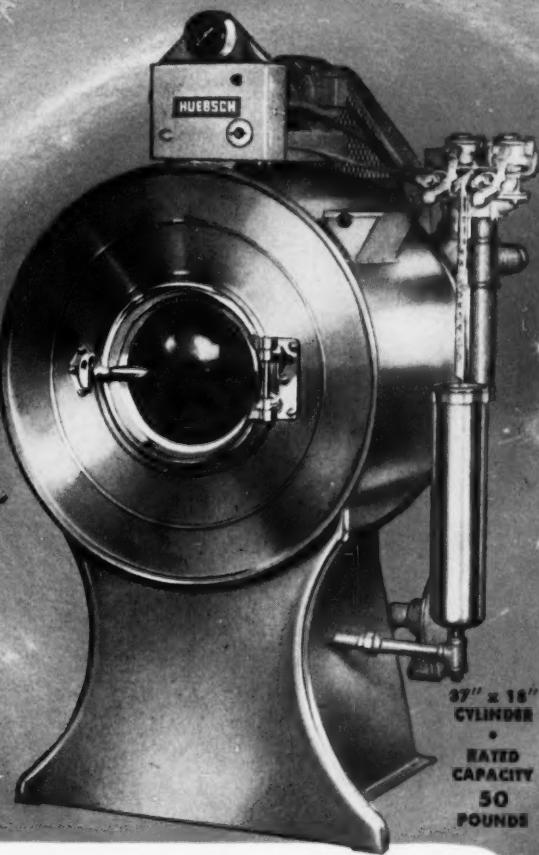
The release will be known as "The Chicago Laundry Owners Idea Exchange." Each issue will contain a number of practical and workable ideas which have been gleaned from current popular trade publications and which are designed to be helpful and beneficial to launderers and cleaners.

In addition, this new publication will briefly point out from time to time, successful methods for building sales and also will offer advice pertaining to improved and better plant operations.

Part II			
TEST NUMBER 1			
1. 80	80	26. 423.98	42.398
2. 806	806	27. 756.385	756.385
3. 9203	9203	28. -34	34%
4. 97817	97137	29. 691.548	691.548
5. 10112	10112	30. 2610	2601
6. 91.1	9101	31. 6894	6894
7. 24%	24%	32. 8557	8572
8. 13036	13036	33. 212.34	212.34
9. 5314	5314	34. 238	246
10. 1343214	1343214	35. 966099	966099
11. 578679	578679	36. 310.01	301.01
12. 743.8	74306	37. 523B	523B
13. 887.76	887.76	38. 76.3	76.3
14. 22.75%	22.75%	39. 19	91
15. 421568	421568	40. 6.092	6.992
16. 10.696	16.696	41. 1022	1202
17. 57.403	571403	42. 55908	55964
18. 58	85	43. 38%	38%
19. 48Y	48Y	44. 40.21	40.21
20. 22.0864	22.0864	45. 6505.23	6505.23
21. Z331	Z331	46. 60	60
22. Y076	Y076	47. \$115.65	\$115.65
23. H5000	H500	48. HL2251	HL2151
24. J7601	J7601	49. 600	60.0
25. 24%	24%	50. Xa34	XX34
SCORE: _____			
(SAUTER SERVICE)			
Part III			
TEST NUMBER 2			
DIRECTIONS:			
This is a speed test—Go ahead and work it by checking the letter in parenthesis which corresponds to the number of boxes you count in each group.			
			
(A) 5	(C) 3		
(B) 4	(D) 6		
			
(A) 4	(C) 6		
(B) 5	(D) 8		
			
(A) 9	(C) 11		
(B) 12	(D) 10		
SCORE: _____			
TEST NUMBER 3			
DIRECTIONS:			
When the examiner says "GO", punch a small hole in each of the O's, work as rapidly and accurately as you can. DO NOT touch the edge of the O's. You must work across the page from right to left or from left to right.			
			
SCORE: _____			
TEST NUMBER 4			
The following are a list of laundry marks. Place a check mark in the space provided if you remember any of them from Part I.			
1. WIB	6. SON	11. ORS	16. LO13
2. ACE	7. ZB6D	12. LO13	17. VFW
3. B-1741	8. R1472	13. VFW	18. IJ8
4. B634	9. 7516	14. AX20	19. AX20
5. Row	10. WCF	15. AX20	
SCORE: _____			
(SAUTER SERVICE)			

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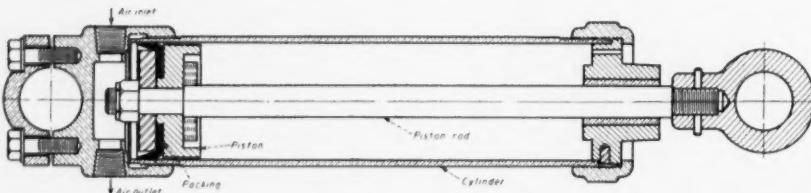
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Cleaning Section

Fig. 1 Typical air cylinder used for laundry and drycleaning press operation. Air admitted at cylinder bottom (at left) expands to move piston upward, close head



Hydraulics Point The Way To Increased Production

Smother operation, less fatigue, enjoyed by press operators

By **TYLER G. HICKS**
Mechanical Engineer

IN THE DAYS WHEN all laundry and drycleaning presses were foot-operated we had a specialized class of men working them. Many considered their work an art, and some really were artists in the manner and skill with which they varied the use of their body weight to produce low or high pressure between head and buck. Oldtime pressers stepped lightly on the foot pedal when a heavy-nap garment was being pressed but placed their full body weight on the pedal when finishing garments like herringbone-fabric trousers. They knew how to make fast adjustments for a thin dress, the double thickness of an overcoat, or worn buck padding.

Today, in many areas, the situation is changed. More garments need pressing in shorter time. Fewer pressers are available and young men seem reluctant to make pressing a life work. In recent years the solution of this problem has been put up to engineers. Today the problem is being worked out and the results will interest all laundry and drycleaning plant owners.

Air-operated presses

The first step engineers took was to eliminate foot-pedal work. This was done to make operation less laborious and to try to replace some of the presser's

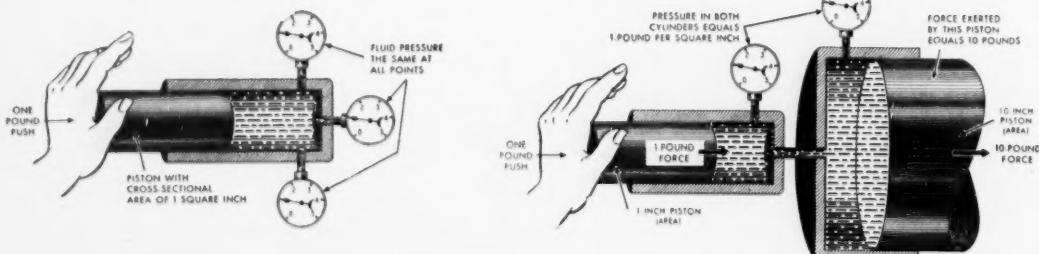


Fig. 2 (A) Pushing on piston produces a pressure of one psi. throughout the cylinder (B) By connecting a larger cylinder to the smaller one with a tube we can multiply our force 10 times if large piston has an area 10 times that of smaller



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PLUS Features

With hundreds of successful installations in operation, the AMERICAN-MARTIN Model 25 Perchlorethylene Dry Cleaning Unit has made a nation-wide name for itself by **making money** for its owners.

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High Production in Small Space. Up to 25 lbs. per load in 30 to 40 minutes (including drying), in space only 3 by 10 ft.

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Completely Automatic Operation. After control is set, requires no further attention from operator

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Powderless Filtration. No filter aids needed; no solvent lost through absorption by filter powder. Saves solvent and labor by eliminating burdensome clean out of filter sludge and frequent change of filter bags.

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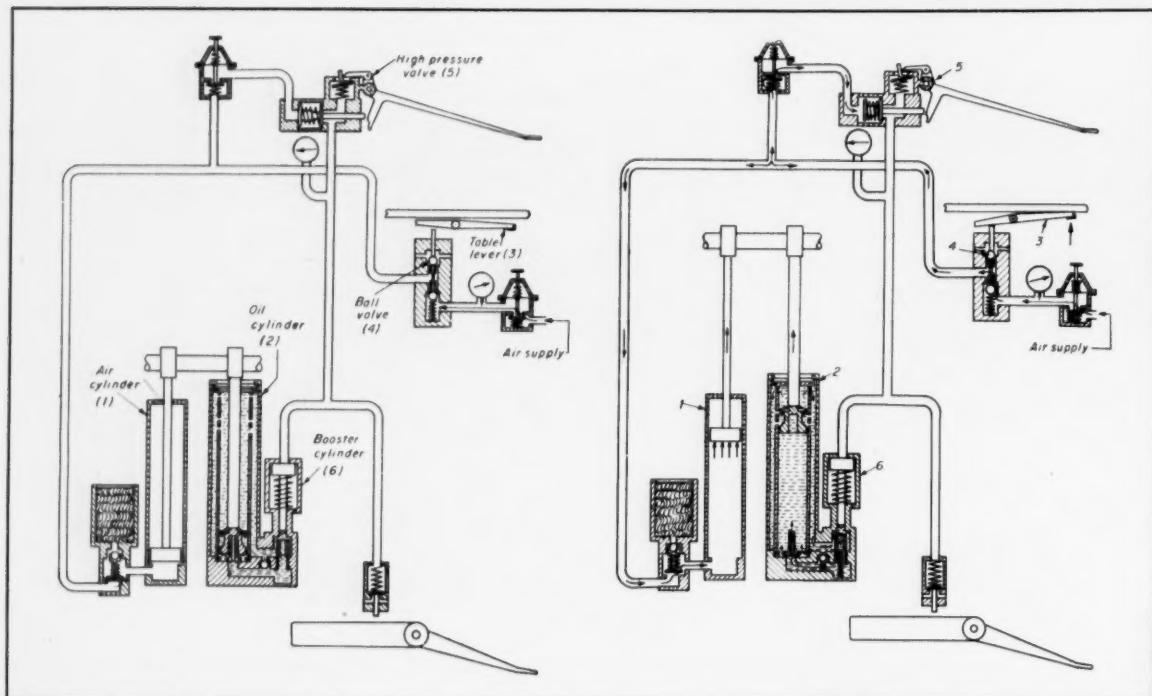


Fig. 3a Air-hydraulic press operation. (Left) Head open, garment being adjusted. (Right) Head closing to apply contact pressure

skill with machine elements. Most designs substituted two air cylinders for the force derived from the older foot pedal. Fig. 1 shows a typical cylinder.

As used in many air-operated presses today, the air cylinders are fitted with packed pistons, the rods of

which are attached to the press leverage system. Compressed air, admitted by a valve to one cylinder, expands, forcing the piston to the end of its stroke. The piston rod acts on head linkage to close the head, giving contact or zero pressure between head and buck. Air

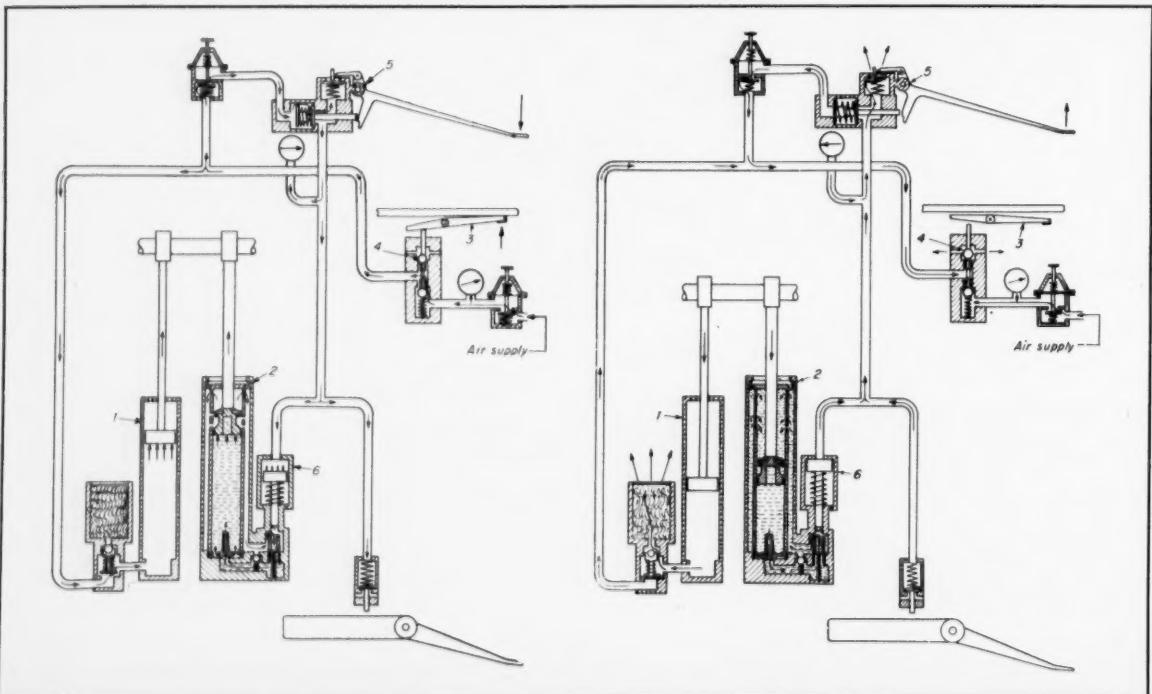


Fig. 3b (Left) Press closed, working pressure applied to garment. (Right) Press head opening, air exhausting from air cylinder with head valve control of air

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REE-TEX makes a long dilution emulsion for adding water and no
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REE-TEX is non-rancid and cannot leave an objectionable odor.

REE-TEX which is left in garments improves the body, feel, finish
and color of fabrics to an extraordinary degree.

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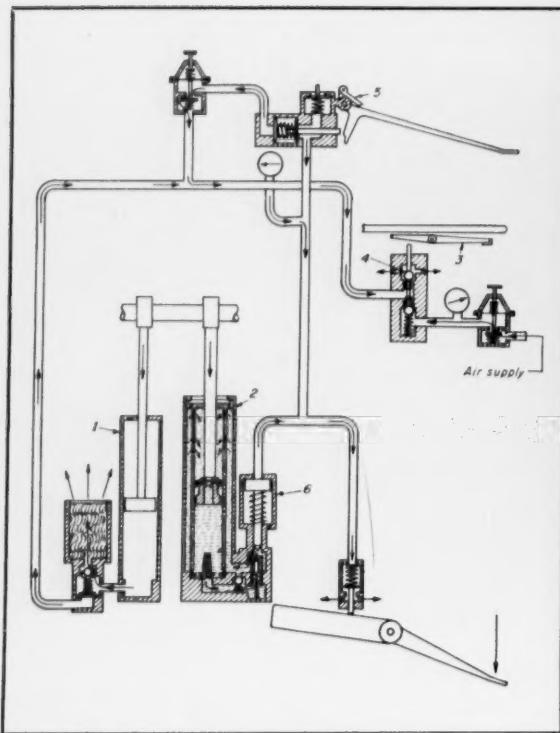


Fig. 3c Head opening with foot control of air release

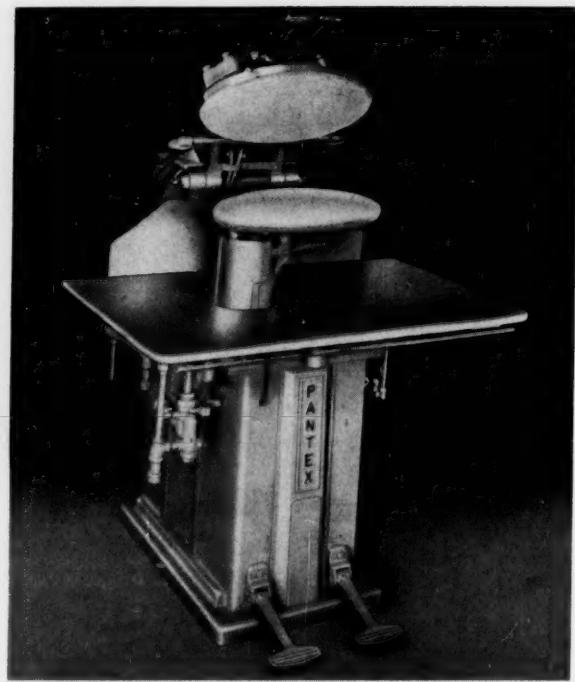


Fig. 4 Air-hydraulic drycleaning press has two foot pedals (one for buck steam, one for vacuum), head-closing control lever under front edge of table, high-pressure valve, pressure control valve and steam valve on the head

admitted to the second cylinder gives the working pressure for garment pressing. Only two degrees of pressure can be applied to any garment. Tension-type balance springs return the head to open position. One design uses compression instead of tension springs for this job.

Reception given to air-operated presses by old-time pressers varied. Some objected to the difficulty of regulating working pressure, saying that it was slow and cut production. Others felt there was little need for their long training because contact-pressure adjustment was largely taken out of their hands. However, with semi-skilled operators, air-operated presses became very popular. They permit good finish at high production rates without excessive operator labor. But engineers continued to study the problem, seeking to do with machine elements what the old-time presser did with his body weight.

Introduction of hydraulics

To duplicate shifting of the presser's body weight, a controllable working pressure (pressure between head and buck while garment is being finished) is needed. Studies show that use of compressed air alone is not too suitable because intricate valving and control devices are needed. Though it might be possible to duplicate exactly body-weight shifting for any garment, the production rate would be low. Compressed air is excellent for long-stroke operations like closing the press head. It is also good for extremely short-stroke operations, as in industrial instruments. But where high working pressures between two surfaces must be obtained, there are better ways of doing the job. In general, these facts are borne out by applications of compressed air in industries other than laundering and drycleaning.

Working force between head and buck in usual drycleaning presses is estimated to range between 2,000

and 5,000 pounds depending on press design, leverage system (if used), and a number of other factors like padding wear and pressure adjustment. Since a large force is needed to secure pressures of these magnitudes, engineers turned to the science of hydraulics which has long been known to be capable of producing large forces by the use of small ones. Let's see what they came up with.

The hydraulic principle

Fig. 2a shows a piston and cylinder combination which we'll use to demonstrate the hydraulic principle. If we put some oil in the cylinder and push on the piston end as shown with a force of one pound, fluid pressure will be the same at all points—1 psi. If we connect the small cylinder to a larger one fitted with a piston, Fig. 2b, a one-pound force on the small piston gives us a 10-pound force on the larger one. This is because the fluid has a greater area in which to act in the larger piston. In laundry and drycleaning plants having compressed air available at about 80 psi., we have an excellent means of securing a small force (from the air) to give us the large force needed for the press head.

Figs. 3 (a, b, c) are diagrams showing how compressed air and the hydraulic principle are combined in a drycleaning press to reproduce a presser's shifting body weight for all types of garments. It is the latest step in the improvement of garment presses which began with the introduction of the air-operated press.

Air-hydraulic press

As described above, air is excellent for long strokes, oil for large forces. So the air cylinder (1), Fig. 3a, is used to give us the long stroke for head closing. The oil cylinder (2) gives us a short, variable stroke for head working pressure. Starting at Fig. 3a, the head is open while the garment is being spread on the buck. With

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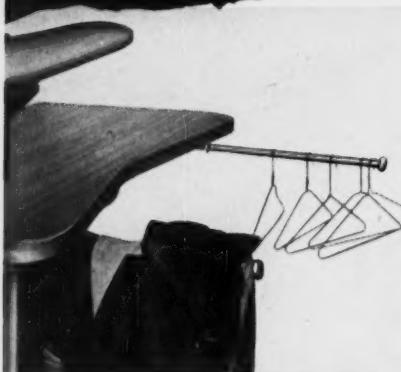
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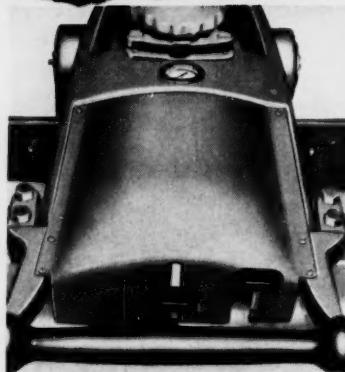
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Saves you steps! Take unpressed work from rail at one side. Take hangers from rail at other side for finished work. Rails are polished, corrosion-resistant metal.



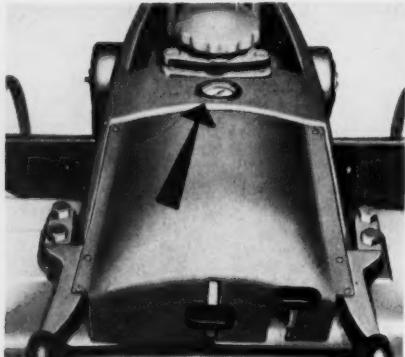
cooler to operate

You're protected from radiated heat by a cover plate that shields the press head. Heat is deflected to side and downward...your face and chest stay in the comfort zone.



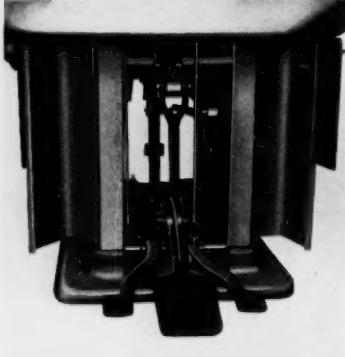
curved backboard

The backboard is full length and curves smoothly into the table top. Easy to keep your work area clean. No corner for dust, pins or other clutter to collect.



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Heat indicator built right into head support tells at a glance when temperature is right for heat-sensitive synthetics, as well as for woolens. Ends guesswork—reduces touch-ups.



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Doors at front and side of frame are hinged to swing open and close securely. You have easier access to lever system. Head valve is new, simplified packless design.



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Easy-to-clean plastic surface that can't scratch, stain, snag, splinter or burn. Buck support is recessed...clear work area. Table support is longer—no sag or tip.



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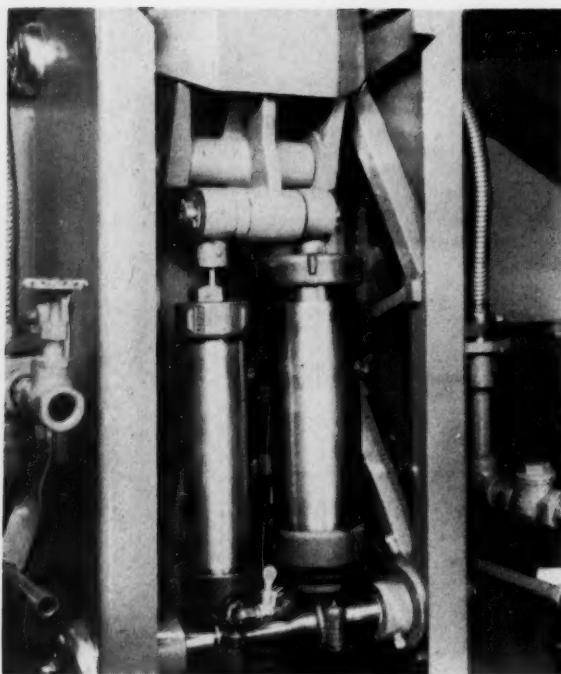


Fig. 5 Rear view of air-hydraulic press showing head-closing air and oil cylinders. The head lever is above the air and the oil cylinders

the garment adjusted, air is admitted to the cylinder (1) by pressing the table lever (3) to open the quick-opening ball valve (4). Air enters the cylinder (1), raising its piston to close the head. The piston in the cylinder (2) rises at the same time. The head closes to give contact pressure only.

To obtain working pressure, the valve (5) mounted on the press head is opened by pushing the lever down, Fig. 3c. This admits air to the booster cylinder (6), pushing its piston downward. Force on the piston in the cylinder (6) is multiplied by area differences to produce a large force on the head lever by the piston in the oil cylinder (2).

Fig. 4 shows a typical press using the air-hydraulic system. Rear view of press, Fig. 5, shows the air and hydraulic cylinders. The smaller cylinder in Fig. 5 corresponds to (1) in Fig. 3, larger than (2). The steam control valve is mounted alongside the working-pressure valve on the press head, Fig. 4.

Figs. 3 (a, b, c) show the sequence followed during the head opening with the foot and hand control. The head can be locked shut with working pressure applied to the garment. This can be held as long as desired.

Design gains

Now let's take a quick look at what engineers accomplished by combining compressed air with hydraulic oil. The gains are many and we are now closer to duplication of the old-time presser's skill than ever before. Along the way we've picked up a few new advantages, the major one being a reduction of the manual labor needed for press operation.

Presses using the air-hydraulic design are self-adjusting for padding wear. Working pressure is easily and quickly varied to suit the garment being finished. Indicator and pressure-adjusting devices, Fig. 6, in full view of presser permit fast adjustment of working pressure for different types of garments. Contact pressure is right at all times—there's no need for head adjust-

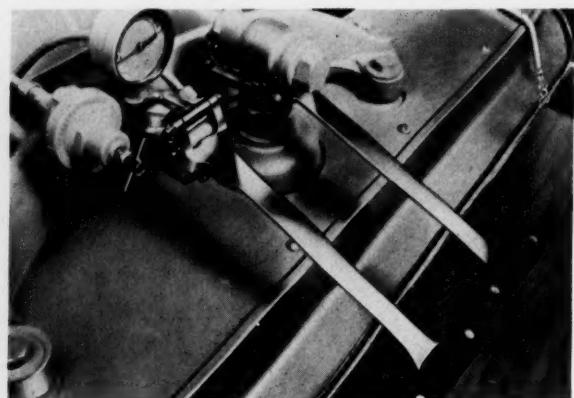


Fig. 6 Head controls for air-hydraulic press. Handle at left is air control for head working pressure. At the right is the steam-valve control handle

ment. The air cylinder not only gives the large stroke needed for head closing, but it also acts as a shock absorber for smooth opening and closing of the head. Air and oil flow are easy to control; press operation is fast and vibration-free.

From the standpoint of operator convenience, the press is easily locked shut. Automatic release of the locked head when vacuum is applied, or continuation of lock during vacuum application, is possible. Lastly, the head may be partially closed for jobs like steaming velvets and draperies.

It is easy to build in the usual safety devices for such a press because air and oil flow are readily controlled. With proper design the press will handle the complete range of garments normally received by laundries and drycleaning plants. By doing away with operator leverage we obtain faster, smoother operation with less fatigue for the presser. By simply adjusting a valve, semi-skilled operators can duplicate, for the most part, the art of the old-time presser.

(The author wishes to express his appreciation to the Pantex Manufacturing Corp. for its assistance in making this article possible.)

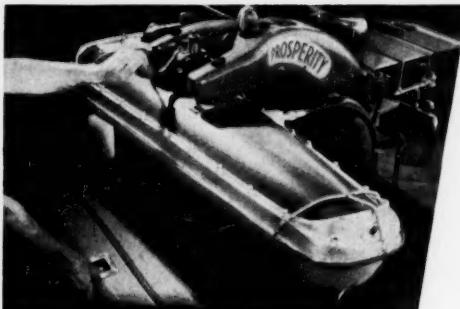
L. S. A. A. Committees

Plan Activities

Both the Linen Conservation Committee and the Sales Promotion Ideas Committee of the Linen Supply Association of America met in Chicago during the first week of December.

In addition to preparing a panel program for the 41st annual convention to be held at the Hollywood Beach Hotel, Hollywood, Florida, April 19-22, covering apron strings, nylons and linen use ratios, the Linen Conservation Committee will prepare a comprehensive check-list for L.S.A.A. members covering all phases of conservation. The Committee discussed in detail the laundering research of the association being done at Texas State College.

The Sales Promotion Ideas Committee decided to develop a number of projects, including a handbook of sales promotion ideas for linen and towel suppliers, several four-page hand-out pieces for promotional purposes, a sales presentation book, sales ideas bulletins and a complete program for its part of the 1953 convention.



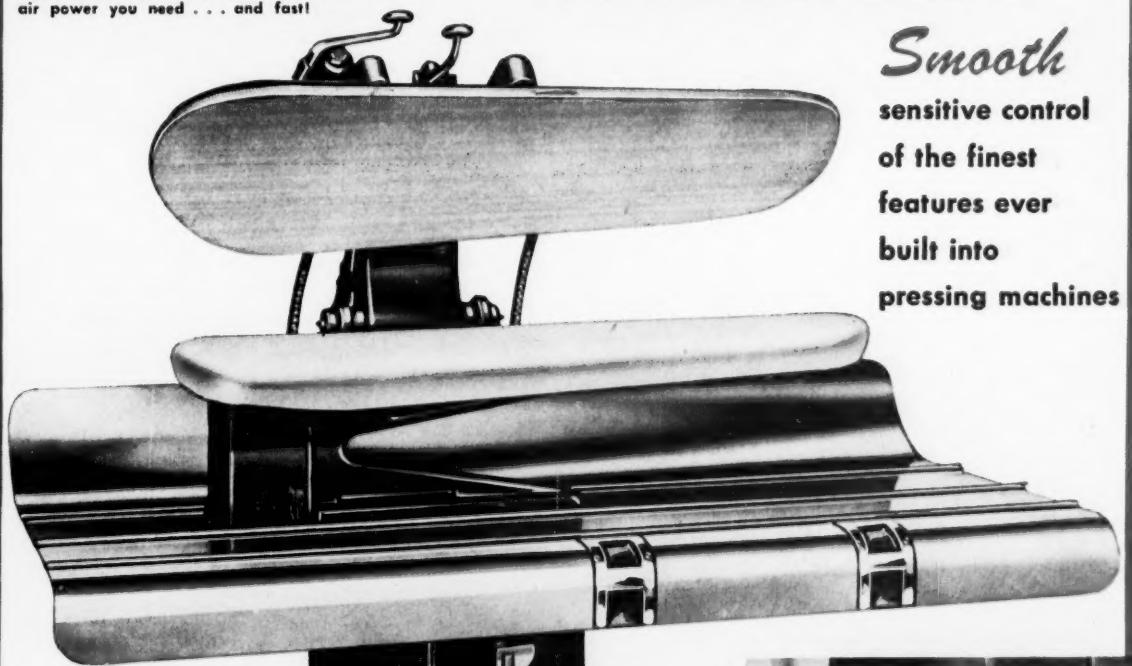
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N.I.C.D. Announces Convention Details

The 44th annual convention and exhibit of the Nation Institute of Cleaning and Dyeing, to be held on Thursday, Friday and Saturday, February 13-15, in Cleveland, promises to be one of the most interesting in N.I.C.D.'s history.

The exhibit will be housed in the Municipal Auditorium, while most of the convention business sessions will take place at the Statler Hotel. Exhibit hours are 12:00 noon to 6:00 p.m. on Friday, 10:30 a.m. to 5:30 p.m. on Saturday, and 9:30 a.m. to 5:30 p.m. on Sunday. Program details are as follows:

FRIDAY, FEBRUARY 13

9:30 a.m.	Grand Ballroom, Statler Hotel
	Film: "America, The Beautiful"
10:00 a.m.	Talk: "A Day at the Institute," Willard M. Cannon, president
	Talk: "What's Ahead for Small Business?" Merryle Stanley Rukeyser, lecturer, author and business consultant
	Panel: "What's Ahead for the Drycleaning Industry?" editors of the drycleaning trade press
2:00 p.m.	Municipal Auditorium
	Group discussion meeting, moderated by William B. White, director of industry relations, NICD, including panel of drycleaning trade press editors
6:00 p.m.	NICD Alumni Society cocktails and dinner, Ohio Room, Statler Hotel
7:30 p.m.	Grand Ballroom, Statler Hotel
	Film: "The Disciplined Story"

Skit: "Is The Drycleaning Industry Being Washed Away?" produced by NICD and directed by Dr. Dorothy S. Lyle, director of consumer relations, NICD

SATURDAY, FEBRUARY 14

9:30 a.m.	Grand Ballroom, Statler Hotel
	Film
10:00 a.m.	Talk: "Public Relations—The Priceless Profit," Jay Archer Kiss, sales and management consultant
	Panel: "Selling—Here's How!" with Harold Bender, Swiss Cleaners, Indianapolis, and Henri Foussard, Model Launderers and Cleaners, St. Paul
	Film: "Training by Seeing—And Doing," presented by Charles W. Brown, management engineering department, NICD
2:00 p.m.	Municipal Auditorium
	Group discussion: "How Can We Sell More Drycleaning Service?" Charles W. Brown, moderator
8:00 p.m.	Banquet, floor show and dance—Carter Hotel

SUNDAY, FEBRUARY 15

9:30 a.m.	Grand Ballroom, Statler Hotel
	Film
10:00 a.m.	Panel: "Charged System Cleaning—The Practical Side"
	Talk: "How To Make Lambs Out Of Lions," W. Clay Hardin, chief analyst, NICD
2:00 p.m.	Municipal Auditorium
	Group discussion: "Charged System Problems," moderated by George P. Fulton, director of research, NICD

Marking Room Efficiency

It costs the average California laundry around 1.1¢ to mark and distribute an average family bundle piece, or approximately 7½¢ of the selling price of the article. *This cost is 50% of a normal productive labor cost* (assuming normal as 30% today).

Any department in your plant that costs you as much money out of pocket as that—40% of your productive payroll—is a very important department, and a spot where savings could be made if management exerts effort to cut costs. Unfortunately, most marking and distributing departments today "just growed" without any serious management thought, without any capital investment, and without any adequate training of executive concentration, and the positioning of that equipment is not carefully thought out. Marking rooms (and distributing rooms) are generally stuck into one excess corner of the building and consist of a few crude tables, some rough shelving, splinters, and a few old marking machines. The *per capita* investment in equipment is lower in marking and distributing rooms than in any other department of your plant.

Marking production should run around 300 pieces per operator hour on family type bundles, varying, of course, with the size of the bundle, etc. If you aren't getting a marking production of 300 pieces per hour or better, you should be thinking seriously about what's wrong with your marking room. Production at this rate should not only include marking and listing the bundle, but the segregation of the lot into major washing classifications—such as sheets, slips, bath towels, white shirts, colored shirts, fugitives, apparel, flatwork, handkerchiefs and napkins, etc. With a correct set-up of equipment it is not too difficult to enable the operator to segregate as she marks.

Probably the ideal system for listing is the use of a

blank list and listing machines, because only items actually in the bundle are listed on the ticket, making for ease and accuracy in pricing the list in the office and enabling the marker to mark and list directly from the bundle as broken, without having to segregate the items for manual counting or to change the number as other items are found. With this system the bundle is opened and the first piece on top is listed and marked and thrown into the appropriate bin or truck before the second piece is picked up. The use of conveyors, slat trucks divided into compartments, and wash trucks will speed up the routine in the marking room. The practice of throwing marked pieces into various piles on the marking room floor is too costly for you to permit in your plant.

One suggestion which might benefit you is to make trucks which keep the bundles or pieces at table level all through the plant. Did you ever stop to think of the waste in effort in ordinary procedures of handling bulk work? Bundles are set on the floor, lifted to the marking table, pieces thrown back on the floor, lifted into wash trucks with a bottom only a few inches above the floor, lifted to washwheel doors, and dropped down into washwheels, lifted up to waist level and dropped down again into wash trucks for the trip to the extractor, lifted to extractor level, and then dropped down into wash trucks again, finally lifted to shake table level. All of this lifting could be eliminated, and speed achieved, by building trucks with a table level bottom so that a sweep of the arm could move the loads horizontally, rather than up and down some 14 times.

There are modern machines and methods you could install to gain efficiency. Why not think about it now? (Reproduced through courtesy of the California Laundryowners Association.)



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Engineering Section

How Correct Storage Assures Good Oil Burning

By JOSEPH C. McCABE
Engineering Editor

IF YOU WERE STARTING THE JOB from scratch, you could lean on a number of the experts (see below) to be sure you put in your oil storage tank so you could forget about it. There are a number of things you expect from a fuel oil storage system and some of them can be obtained even if your tank is already in place.

Many plants handling No. 5 and 6 oil have found themselves suffering badly from tanks sludging up. One reason for this is that the oil refinery supplying them has probably switched from the old thermal cracking method of refining to the more recent catalytic method. The catalytic system gives a residual fuel with higher Btu. but more sludge.

Once this sludge gets into the tank your troubles begin. Actually, the best way of handling the problem is to pull out the sludge and throw it to waste. Unfortunately, though, this method of handling is rapidly going out of fashion because sludge-bearing oils are becoming

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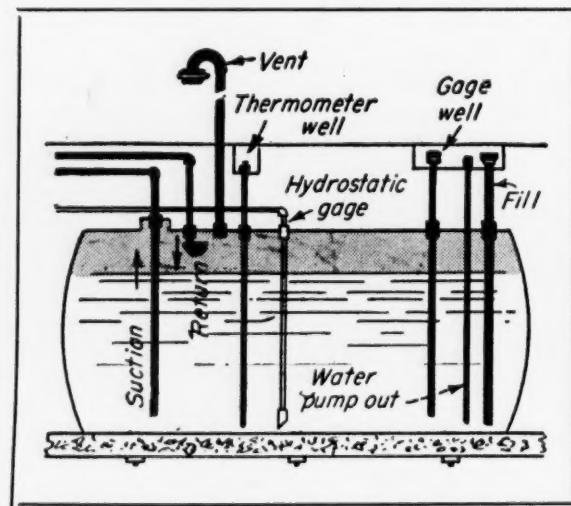


Fig. 1. Safest oil storage is underground tank. Line for pumping out water and sludge is needed in large tank. Piping hookups shown are based on good practice

more and more commonplace. Methods have to be adopted that permit greater use of this class of oil.

Chemical additives

For a number of years chemical additives were claimed to be the answer. Some years back there were misgivings about the worth of these materials but lately they have definitely come into their own. Even the oil companies sell them today.

Once again, there are limits to their effectiveness. They do a highly creditable job while sludge accumulations run fairly small. They help distribute the sludge particles throughout the whole tank so they stay more or less suspended in the body of the oil. The resulting mixture burns readily.

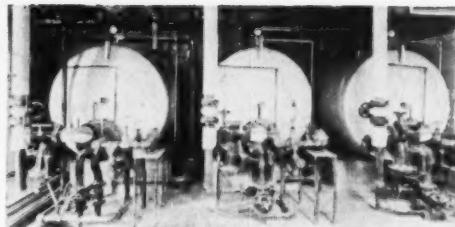
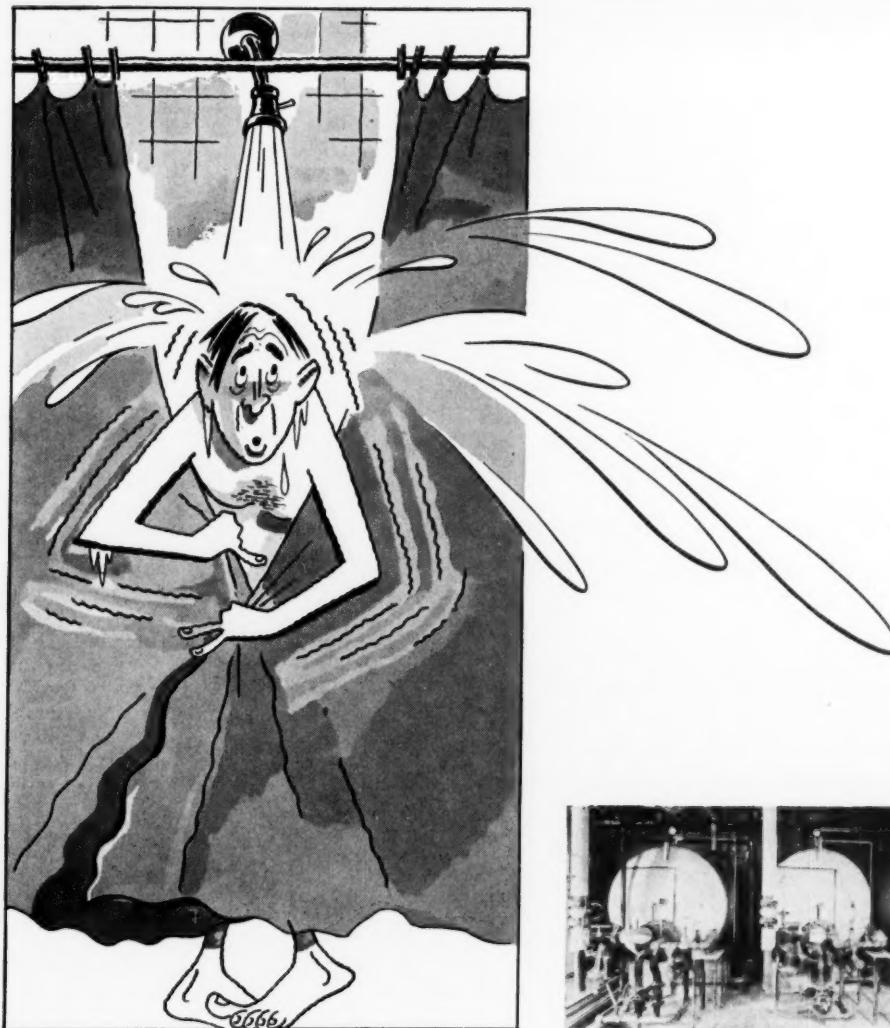
You should never use an additive without testing it first on a sample of your own sludge. Unless the additive is soluble in your oil you can't hope for the best results. Test by mixing additives and sludge in a tea saucer. Sludge should go into solution at once.

We've found plants reporting success with a mixture of one gallon of additive per 1,000 gallons of oil in the tank. Results should show within 24 hours. You may need more or less additive in your plant depending on your type of sludge.

Piping aids

How about the stubborn cases where sludge build-up has been going on for a long time? There's only one solution and that is to clean the tank out and start fresh. The extent of this job varies depending on whether your tank is above or below ground, how cold the oil temperature is, and other factors.

The underground tank, Fig. 1, normally has a host of advantages but sludge removal isn't one of them. Under-



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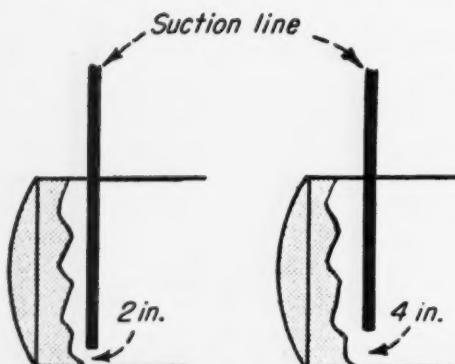


Fig. 2. Have the suction 2 in. from tank bottom for light oil, 4 in. for heavy oil. That keeps sludge, water, sediment out of the system. Remove impurities yearly

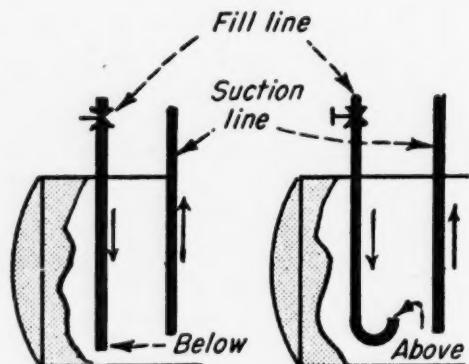


Fig. 3. Extend fill line below suction line or place a trap on fill line's end so it cannot vent. Don't cross-connect fill line with any other lines, or to vent

ground storage is the safest and supposedly the least expensive in the long run in that it does not occupy valuable building space. But steps should be taken at the time the tank goes into the ground to provide for water and sludge pumping, Fig. 1.

The suction and supply lines should receive special consideration at the same time. Figs. 2 and 3 show some simple measures that belong on any oil tank, above or below ground.

Aboveground tanks require certain piping and valve fittings, especially if they are indoor-mounted and covered with sand as recommended. The sludge removal lines should have been tapped in and run out to where they can be operated as part and parcel of the original job.

Even with adequate piping hookups you still may find it difficult to start sludge moving. Here is a place where you can fall back upon your oil supplier. He can provide or recommend a suitable solvent that you can put to work.

However, don't feel that once you have a clean tank your problems are over. Judicious use of additives can stretch out your trouble-free operation but there are other aids you can employ to further bolster results.

Among these is a steam heating coil immersed in the tank, Fig. 4. You can feed enough heat to this coil to hold oil temperature well above the free-flow level. What's more, it lightens the load on your oil preheater in the boiler room. All this device need do is make the final temperature adjustments to meet the recommended viscosity for good firing.

The larger oil burner installations tie the oil feed system into a circulating arrangement. This feeds a steady flow of oil through the preheater by means of proportioning elements. The required amount of oil for the burner's needs reaches the burner and the balance recirculates, often back to the oil storage tank itself. This constantly circulating flow and addition of a hotter oil to storage greatly reduces sludge-forming tendencies.

Loading steps

Where you get oil deliveries by truck, as most of us do, you get your oil from one take-off place in the truck. We've seen some heavy users, including railroad tank car lot buyers, insist that their oil deliveries be made from the top or dome connection of the cars. This way they avoid getting a certain share of the sludge build-up in the bottom of the tank car.

Another idea that strikes us as smart is the use of a steam supply to heat incoming oil. For the storage tank blessed with a heating coil, we believe in increasing the heat supply during the loading operation. But only if you're sure your tank is put in according to the best safety measures, Figs. 1-5.

Remember that the suction line inlet, Fig. 2, should be about two inches above the tank bottom for light oil and four inches for heavy oils. Pitch the suction line towards the tank. Provide an accessible check valve

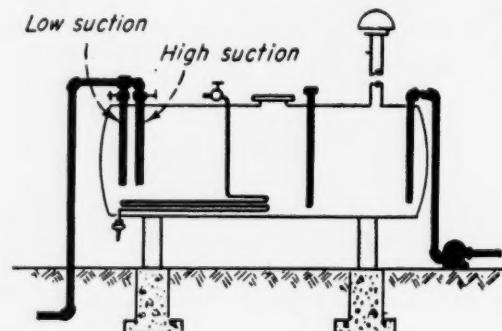


Fig. 4. Safer way to hook up same tank is to run fill line above tank and down inside. High and low suction lines with valve at the top assure against leakage

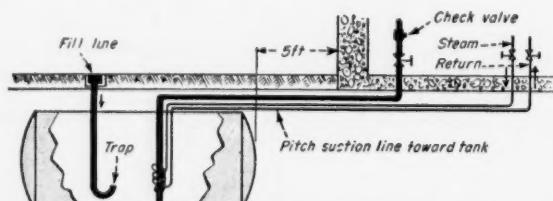
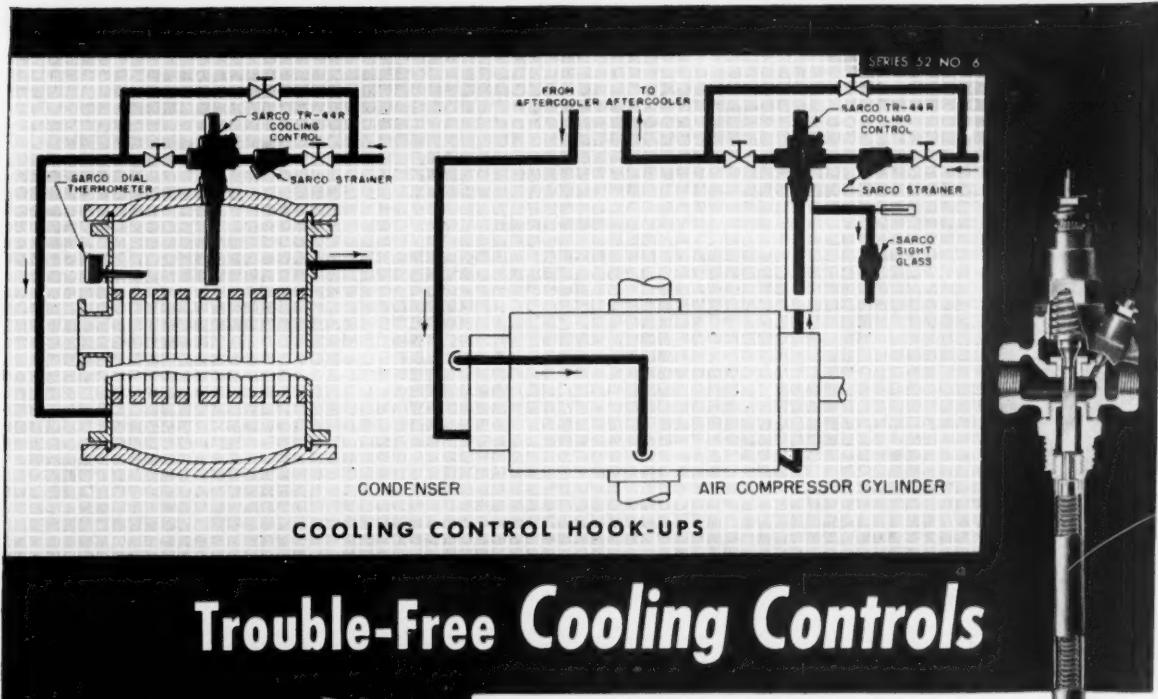
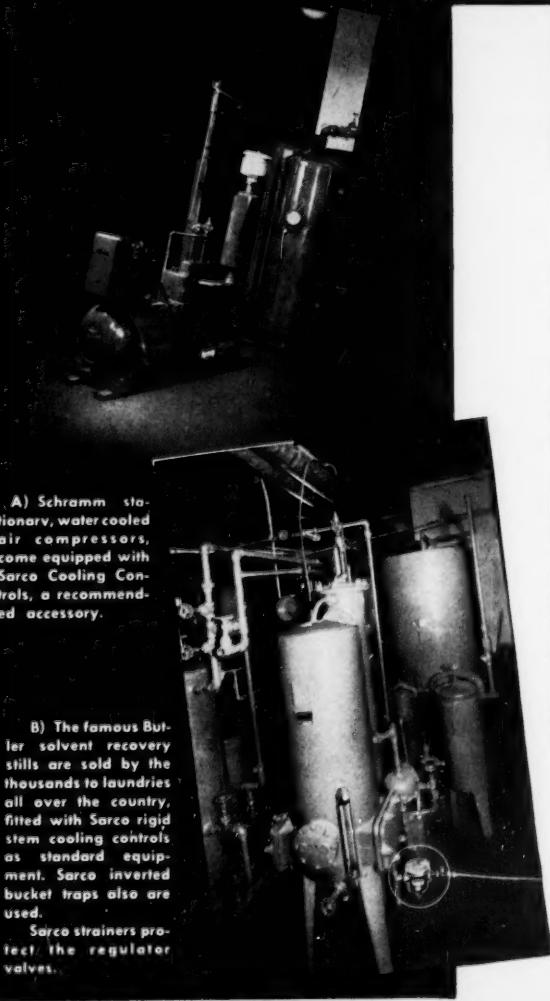


Fig. 5. Buried-tank capacity is usually less than 30,000 gal. It must be at least 5 ft. from building foundation, should be below all outlets attached to tank. Fill line should be below suction-line level, or it must have a trap so it won't act as vent. Pitch suction line toward tank; install check and shutoff valve near tank



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Sarco rigid stem cooling controls are now factory-installed by many manufacturers of stationary air compressors, solvent recovery stills, condensers, injection molding machines, hydraulic testing equipment, degreasers, lime slakers and many other types of equipment.

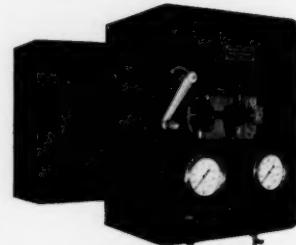
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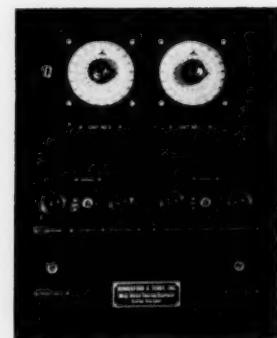
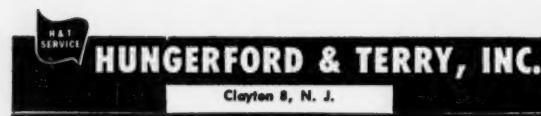
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and a shut-off valve in the suction line close to the tank. Never have the suction lift more than 12 to 15 feet from the bottom of the tank to the burner, Fig. 5.

The return line should carry a trap (liquid seal, as in any sewage drain) so it cannot act as a vent for oil vapors when the oil level is low, Fig. 6. The return line to an overhead tank should be fitted with a check valve and a manual shut-off valve so that oil will not siphon out of the tank when the line is opened.

The fill pipe should either extend below the level of the suction inlet or contain a trap so that it cannot act as a vent. Do not locate the fill terminals inside buildings. They should be tamper-proof, waterproof, and dirt-proof. The fill pipe should never be cross-connected to the vent.

Vent pipes should be arranged to drain the tank. The lower end of the vent pipe should not extend more

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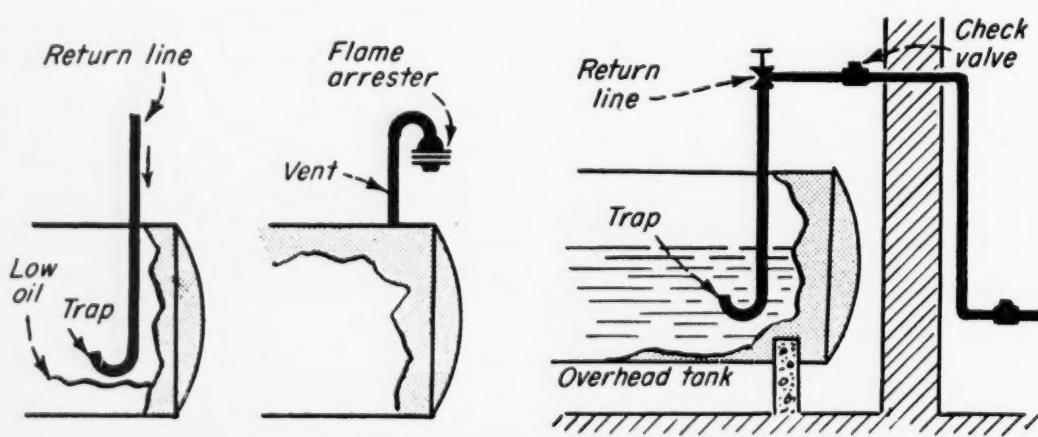


Fig. 6. Trap on return line prevents vapors escaping when oil is low. Tie vent in top of tank. Have flame arrester. Size vent to prevent pressure when filling. For aboveground tank, place check valve in return oil line as shown. That prevents siphoning oil out of the tank. Also have trap on end of the line.

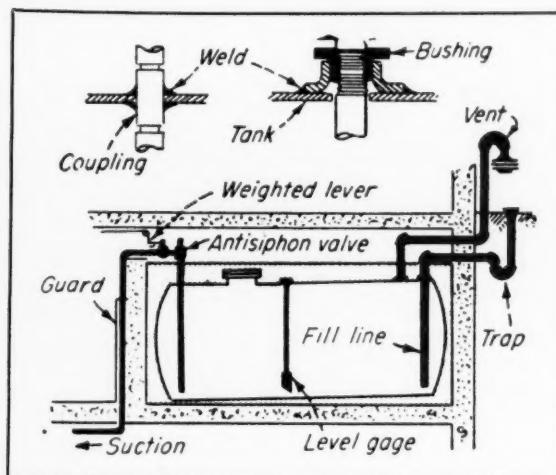


Fig. 7. Inclose indoor tank in concrete box and cover with sand. Protect suction line from damage. Connect piping to tank with welded couplings or bushings

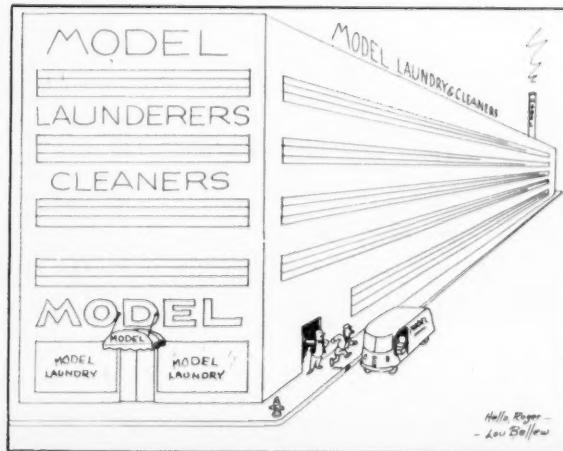
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than one inch below the uppermost point of the tank. Vent pipes should not be cross-connected with fill lines, return lines or other vent pipes. They should be visible from the filling connection, weatherproof and clog-proof. Vent openings in aboveground tanks should be provided with flame arresters, Fig. 6. ●

New Four State Association

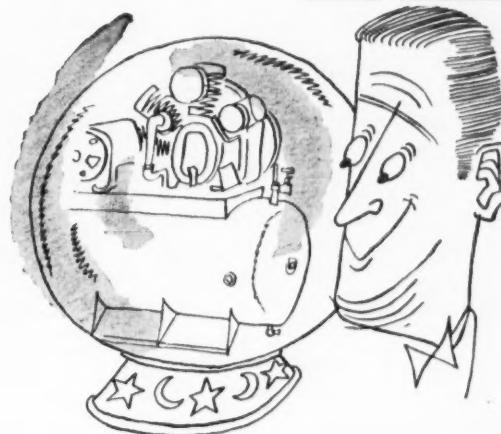
At a meeting of the officers and directors of the Laundry and Cleaning Association of the Carolinas, Georgia and Florida, held November 13th in Charlotte, N. C., W. L. Agee of Tampa, Florida, was elected president. He replaces Sam A. Wix of Atlanta, Ga., who was elected president at the convention held last May but was unable to serve. H. B. Benoit of Charlotte was re-elected secretary-treasurer.

Mr. Benoit announced that because suitable dates could not be arranged, the association will not hold the convention which had been scheduled for 1953.



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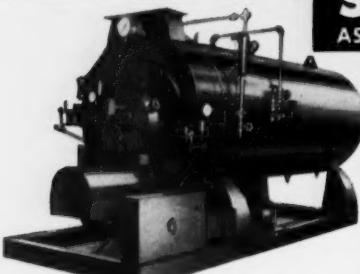
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A.I.L. Repeats Short Courses



Pictured with A.I.L. instructors are students who attended Production Methods course in Joliet, September 15-20

A.I.L.'s short course education program, designed to train both employees and supervisors for specialized laundry jobs, and to help relieve a shortage of skilled personnel, began its second semester this month.

The schedule for the 1953 one-week course features: Production Methods, January 12 to 17; Washroom Methods, January 19 to 24; Office Methods, February 23 to 28; Salesmanship, March 16 to 21, and Sales Management, March 23 to 28.

During the opening term last Fall, the short courses attracted 125 persons from all sections of the country to the Institute's Joliet headquarters.

The students represented a wide cross section of laundry workers, including washmen, route salesmen, office clerks, bookkeepers, plant supervisors and executive personnel.

Though there was a wide differential in student

education levels—some had only five years of formal schooling, while others held college degrees—all learned valuable technical skills that will help them on their jobs.

Aside from learning the basic fundamentals of laundry work, students are taught techniques for achieving work simplification; boosting production standards; preparing efficient work flow schedules, and coordinating work with sales and office departments.

Enrollments for each A.I.L. class are limited to 35 students to assure each student a maximum of personal instruction.

Tuition for each course is \$80, and \$150 for two consecutive courses, less five percent if the check accompanies the application. These fees cover books and teaching material, plus a dinner meeting.

All employees of A.I.L. member firms, laundry or allied trades, are invited to enroll in the short courses. For complete information, write to A.I.L. Joliet, Ill.

Los Angeles Allied Tradesmen Hear A.I.L. Exhibit Plans

An allied trades meeting was held on December 10 in Los Angeles to further plans for the forthcoming A.I.L. Convention and Exhibit, scheduled for October 9-11 at the Shrine Convention Hall in Los Angeles.

Approximately 175 persons attended the meeting, which was sponsored by the Lad's Club of Los Angeles. A large proportion of those attending were executives and salesmen of L.C.A.T.A. member firms and important officials of the American Institute of Laundering, California Laundry Association, Los Angeles Laundry Owners Association, and the Western Institutional Laundry Managers Association.

According to a report made by Herbert Kagel, exhibit manager, the Shrine Convention Hall, site of the October exhibit, is ideal in every way. It features 22,500 square feet of exhibit space, which amounts to 225 booths of 10' x 10' each.

Rodger Jackson, L.C.A.T.A. managing director, predicted an attendance in Los Angeles of six to seven thousand in light of the tremendous growth of the textile industries on the West coast the last ten years.



Shown are executives and officers who attended the allied trades meeting, sponsored by the Lads Club, in Los Angeles. They are, left to right, seated: Bob Hull, vice-president, Lads Club of Los Angeles; Scott Moore, president of the Lads Club; Venice Ramsey, secretary, Lads Club; and Rodger R. Jackson, managing director, Laundry and Cleaners Allied Trades Association. Left to right, standing: Al Earle, assistant manager, L.C.A.T.A.; Herbert Kagel, exhibit manager; Ward Gill, A.I.L. director of industry relations and E. E. Jewett, a director of L.C.A.T.A.

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Folding For Customer Appeal

The impression of quality in laundry work arises from many things, none of which is more important than the folding of flatwork and garments. Poor washing and inadequate finishing can often get by, solely on the basis of neat, square, logical folding of the article before packaging. Not only is folding important as far as the article itself is concerned, but it is important to the whole appearance of the package.

For example, work pants are a common item in most plants, and are usually folded with a double fold—in effect into a folded size about one-fourth the length of the pants. Because they usually accompany shirts, this fold is likely to create an unwieldy and bulky package, since the pants width is so much greater than the width of the shirts.

In some plants, however, this has been adjusted by giving the pants a triple fold, so that the narrow width of the fold is about one-sixth the length of the pants, and is roughly equal to the folded width of a shirt. In these plants, the pants and shirt bundles are square, compact, tightly packaged, and create a much better impression on the customer.

During the war years when economy was of vital importance, the "commercial fold" was used on most flatwork, a wide fold that saved an operation. Now that quality is again an important factor in keeping sales up, most plants have gone back to the "family fold" which is neater and more compact. It usually looks much better too, because the ends of the article are tucked inside the fold. The commercial fold is like the first pants fold described above, while the family fold is a triple fold. Most housewives actually refold their bath towels, guest towels, etc., when they are returned by the laundry with the commercial fold, because they look better hanging on a towel rack when they are folded in thirds. Actually, towels with a monogram or design must be folded into thirds to display the color on a towel bar.

Despite the obvious distributing and delivery problems, the hanging of sport shirts on metal hangers seems to have become a definite trend (at least in the South) which eliminates the fold altogether on these shirts.

Washcloths or face cloths should be folded in the bundle, although many plants return them flat—unfortunately, often pinned together with a tape tag and safety pin! The goal of professional laundering is, of course, to deliver the laundered articles in as nearly as possible a ready-to-use condition, and the annoyance to the housewife of having to undo a bundle of wash cloths and fold them probably costs the laundry more

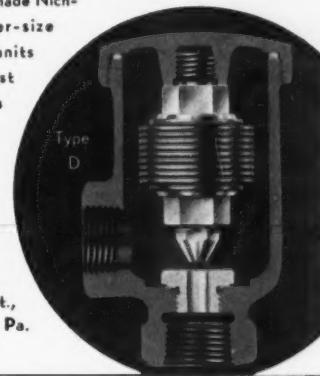
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than the extra time it would take to send them home properly folded. Napkins should be folded with extra care since these are display pieces for the hostess. Tying a group of napkins or handkerchiefs with ribbonzene adds a great deal to the appearance of quality.

Shirt folding is pretty well standardized, with the exception of the problem of folding French cuffs. Since lining up the cuff-link holes is the major problem here and an incorrect fold can definitely ruin the appearance of the shirt, most plants now are sending back French cuffs flat, leaving the customer to do the folding job. Unless a sure-fire method of accurate folding exists in a plant this is probably the wisest method, though it is contrary to the general rule of doing as much for the customer as is possible. (Reprinted through courtesy of the California Laundryowners Association.)

New L. S. A. A. Director

R. F. J. Williams, Jr., president of Oklahoma Operating Company, Oklahoma City, was elected to the board of directors of the Linen Supply Association of America, it was announced following the recent board meeting in Chicago. He replaces Ray Bartholomew of St. Louis who died recently of a heart attack.

Mr. Williams will represent Region E, including Arkansas, Kansas, Louisiana, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Texas.

He is a past president of the Oklahoma Laundry Association, past director of the Southwestern Linen Supply Association, and is a member of the Legislative Committee of the Linen Supply Association of America.

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8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.

Contact your Callaway Representative for further details of CALLANET—the laundry net that's made the way you'd make one for yourself if you could.



Callaway Mills INC.

SALES SOLICITORS

New York 16, 295 Fifth Avenue

Boston 11, 38 Chauncy Street • Chicago 54, Merchandise Mart
Detroit 1, Francis Palms Building • Atlanta 3, Candler Building

West Coast Representative:
Ballinger & Co., San Francisco • Los Angeles • Seattle

NEW PRODUCTS and LITERATURE

New Davis Press Liner Distributes Heat Evenly

New facts about the characteristics and behavior of steam from the heads of drycleaning presses have been disclosed as a result of scientific research in the laboratory of Davis Specialties, Inc. of Chicago, Ill., according to that firm.

Using what are said to be the latest methods for measuring the temperature and moisture content of steam, Davis researchers have determined that less than 25% of the steam which issues from the head of a standard press has any value insofar as the pressing is concerned. A variation in temperature of more than 100 degrees exists over the pressing surface when the presshead contacts

the garment, and within any given square inch of fabric subjected to head steam the moisture content will range from virtually dry to saturated to slightly damp.

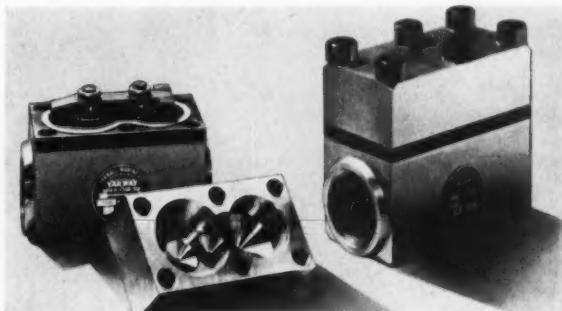
In recognition of the need for perfect distribution of steam, and of the heat and moisture in the steam, Davis Specialties spent three years in developing, testing and perfecting their new Nev-R-Spot steam-conditioning liner plate. Designed to be inserted between the presshead and grid plate on drycleaning presses, the Nev-R-Spot provides a quality of steam with safety and effectiveness never before possible, according to the manufacturer.

Heat and moisture tests using content research showed that the new liner between press-head and grid plate show an improvement over all previous methods, states the Davis report. At normal operation, a temperature of about 225 degrees exists over the whole pressing area, instead of the pattern of alternate too-hot and too-cold spots unavoidably produced when steam jets from the presshead are not broken up and diffused. The moisture-

when a Nev-R-Spot liner is used, an absolutely uniform amount of moisture is present throughout, completely correcting too-wet and too-dry spotting.

The manufacturer states that the liners are made for all makes and models of drycleaning presses, and are available through leading distributors of drycleaning equipment and supplies.

Yarway Steam Trap



A new impulse steam trap for use where condensate must be handled in unusually large quantities has been developed by the Yarnall-Waring Co., Philadelphia.

This trap, known as the Series 50 Yarway impulse steam trap, is a companion to the Series 60 and 120 Yarway impulse steam traps which meet standard trapping requirements.

FOR SIMPLE, LOW COST TROUBLE FREE OPERATION THE NEW CUMMINGS-LANDAU ALL METAL WASHER

Washers feature, simplicity has never quit dependability!

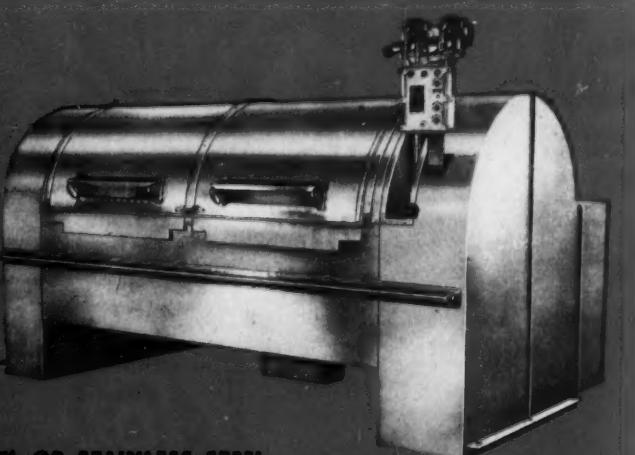
Over 25 years of engineering and operating experience helped us produce this modern, up-to-the-minute washer.

CHECK THESE OUTSTANDING FEATURES:

- No condensed moisture - all stainless steel parts
- All welded heavy gauge cylinders to any size or number of sections
- Cylinders have solid mount or stainless steel heads

We also manufacture standard extractors, unloading

- No void on inside of open pocket cylinders
- Machines with cylinders over 6" in length are double end drives
- Heavy gauge shell heads are welded to heads permanently, eliminating leakage troubles
- Shell heads are solid steel with



...IN MONEL OR STAINLESS STEEL

Manufactured in sizes from 30 x 30" up to and including 80 x 120". Open, Pullman "glide out," or "V" glide out compartments, number and type to suit requirements.

MONEL OR STAINLESS STEEL HEADS ON INSIDE

- Special leakproof packing glands, easily accessible
- Shell doors have supply openings
- Heavy roller chain and multiple "V" belt drive assure silent, trouble-free operation
- Solid cast steel one-piece transition
- Large, oversize (outboard type) self-aligning trunion bearings
- Air-electric operated damp valve optional
- Automatic door locking optional

extractors, wood washers and replacement cylinders

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., Inc.

305-17 Tompkins Street, Brooklyn 6, N. Y. • Over a Quarter Century of Laundry Machinery Know-How

Linen, Towel, Diaper Suppliers!

STOP COSTLY ERRORS SPEED LINEN COUNTING

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THE

EASTERN CYCLONE ELECTRONIC COUNTER

Motor driven, Electronic Eye, Self-Aligning Feed Belt of Neoprene, Sturdy Angle-Iron Frame and Metal Housing, Automatic Ticket Stamping Unit, Automatic Visual Counter.

SPECIFICALLY designed for the supplier who is gearing for absolute accuracy and speed in the sorting and counting of linens, towels, diapers and large quantity items.

The EASTERN CYCLONE ELECTRONIC COUNTER is a compact, rugged, tabulating machine that simply plugs in. The sensitive recording devices give you a running count, a total count for lot or day and a stamped count on the ticket.

Daily volume figures give you a quick check and control of your production. Guaranteed efficiency.

Write or phone us today.

1. Count recorded on ticket
2. Total count for lot or day
3. Tamper proof counting eye
4. Ticket holders

EASTERN CYCLONE CONVEYOR SYSTEMS, INC.

880 VAN HOUTEN AVENUE, CLIFTON, N. J.

**MANUFACTURERS OF SOAP MIXING & CIRCULATING SYSTEMS—
LINT COLLECTORS—HOPPER-FEEDERS**

Current: 110V—220V, A.C.—D.C.
Overall Size: 42" L—27 1/4" W—49 1/4" H
Feeding Height: 37 1/4"

in plants of every kind.

An important feature of these traps, according to the firm, is their ability to maintain high, even temperature in process equipment. Their small size and light weight make them particularly desirable where close quarters piping is involved. The 1 1/2" size is 5 1/2" long x 5" high x 2 1/2" wide and weighs only 14 1/2 pounds. Constructed throughout of stainless steel, they are designed to withstand difficult operating conditions.

The basic operating principle of the Series 50 impulse trap is the same as that employed in Series 60 and 120 types. Series 50 employs a hinged lever and two valves mounted on a valve seat plate, and the control flow which governs opening and closing action of the valves is obtained by allowing small clearance between inlet and outlet valves and their respective seats when the lever is at rest.

Maximum capacity of Series 50 traps is 17,300 pounds of condensate per hour for the 1 1/2" size at 100 pounds gage, based on condensate 30° F. below steam temperature.

Full description of the trap is contained in Yarway Bulletin T-1745, available by writing to the Yarnall-Waring Company, Philadelphia 18, Pa.

"Please Pass the Condensate" is a new 20-minute color and sound motion picture prepared by the Yarnall-Waring Co. on the subject of up-to-date steam trapping for more production.

It portrays the operation, selection, application and maintenance of steam traps—all with the ultimate aim of getting more production from steam heated equipment through reduced heat-up time and hotter operating temperature, as well as shortened time for repairs and cleaning.

DeFrenes Company, Philadelphia, produced the film. Information on obtaining prints for showing may be secured by writing the Yarnall-Waring Company.

New McDonnell Catalog

McDonnell & Miller, Inc., has just published a compact, easy-to-use condensed catalog and price list. It covers McDonnell boiler water feeders, low water fuel cut-offs, pump controls and relief valves, including the recently announced Mc-

Donnell temperature relief valves and combination T & P relief valves, in both regular and dip tube models.

For a copy of this catalog, and appropriate price information, write for Bulletin No. C-49 to McDonnell & Miller, Inc., 3500 North Spaulding Ave., Chicago 18, Ill.

New Chevrolet Trucks



One of the most popular models in Chevrolet's complete line of trucks for 1953 is the light-delivery pickup, shown with new optional side-mounted spare wheel carrier. Chevrolet offers this model in three body lengths with maximum payload capacities ranging from 1,500 to 2,900 pounds. Announced improvements in Chevrolet trucks for 1953 include increased horsepower, greater gasoline economy, and more effective brakes. A choice of 12 color options is offered at no additional cost.

Manitowoc To Use U. S. Rubber Fabric

Manitowoc Cotton Goods Manufacturing Company announces that the U. S. Rubber Company has given it permission to manufacture press covers out of U. S. Royal Asbestall, a fabric known for its high heat resistance.

For prices and further information, write to the Manitowoc Cotton Goods Manufacturing Company, 909 York St., Manitowoc, Wis.

Waxing Ironers and Presses Described in Booklet

Helpful hints on ironing care are given in a new six-page illustrated folder offered by the Concord Chemical Company. Called "Wax Facts by Karagami," the folder describes methods of cleaning and waxing flatwork ironers and presses which, it is said, will result in greater ease of operation as well as smoother, finer finished flatwork.

For a free copy write to the Concord Chemical Company, Dept. S, Moorestown, N. J.

Unipress 3-Girl Shirt Unit

The Unipress 3-girl Constellation shirt finishing unit featuring the automatic one-lay sleever is rapidly becoming the most popular unit in the Unipress line, according to Ira C. Maxwell, president of the Unipress Company.

The Constellation unit is built around the sleever, and since its introduction, Unipress claims it has set a new record for quantity and quality of finished shirt production. Two girls operate the presses, performing all processes from taking the shirts from the damp box to laying them on the folding table. The third girl spends all of her time buttoning and folding. Operation is balanced

and rhythmic with a minimum of fatigue.

According to Unipress, one of the most profitable applications of the Constellation is in the Unipress Economy Shirt Laundry. Ordinarily the laundry set-up is equipped with the standard 2-girl 3-press unit. With the Constellation, Unipress claims that any shirt laundry can profitably maintain the third operator because of the impressive increase in production and the sizable saving in floor space.

For blueprints and floor plans with complete information about the unit, write the Unipress Company, 2800 Lyndale Ave., South, Minneapolis.

New Colgate Soap for Quick Service Laundries

Colgate-Palmolive-Peet Company is introducing a new soap, White Eagle, especially made for use in side loading washers in quick-service laundries. It provides controlled suds and suds for greatest cleaning action, and minimizes lime soap graying and specks. The new soap gives whiter, brighter cotton washes, according to the company, because it contains the new washing aid, Colgate Laundry Brightener.

The soap is said to do the complete job—no other soap compounds, alkalies or other

detergents need be added. It creates no dust because a special additive eliminates dust when the product is handled. It rinses easily and completely. There is no yellowing of clothes, no soap odor and no slick, soapy feel after clothes are removed from the machine.

White Eagle is sold in 100 pound bags. A folder describing the product, its properties and uses, may be obtained by writing to the Industrial Department, Colgate-Palmolive-Peet Company, 105 Hudson St., Jersey City 2, N. J.

Rubber-Base Enamel Prevents Corrosion

Tropical Paint & Oil Co., according to the firm, retains its color and luster much longer than ordinary enamels. It has been developed, especially for application to metal surfaces.

The rubber base enamel provides a tight, tough, chemical resisting coating, easily applied, that dries in a few hours and, ing.

LANE baskets

are **MATERIALLY**
better



Here's
Why:

- Over-size casters for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual-riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Self-embedded rivets in the duck prevent sharp cutting edges. That's the kind of rivets you'll find in all Lane canvas baskets—not the splitting type that leave sharp edges to snag or mar delicate materials or scratch employees.

All handles and leather rim binding are secured this way—assure a firm grip on the canvas—will not pull out under stress.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below

Lane

W. T. LANE & BROS., INC. Poughkeepsie, New York



TRADE MARK

Please send me further information on
Lane baskets, hampers and trucks.

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Company

Address

Town Zone State

My distributor is

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THERE ARE SEVERAL WAYS TO COVER THE HOLE IN YOUR FLOOR

You could use man-hole covers, temporarily, or Cleve-O-Cement for a permanent job. Cleve-O-Cement is easy to apply. Using ordinary tools, any handy man can patch the floor in a jiffy. Cleve-O-Cement dries flint hard overnight—28 times harder than ordinary cement. Waterproof, slip-proof, withstands cold, moisture, steam and fruit and dairy acids. Used by meat and food packing plants, dairies, laundries, bottling plants.

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9123 RENO AVE. • CLEVELAND 5, OHIO

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Outstanding value in both quality and price. Carefully constructed with the finest tested materials throughout. Various types of wheels and combinations.

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EXTRACTOR COVERS

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Daniels, Md.

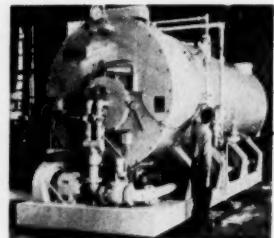
75 West St., New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.

Film on Automatic Laundries New Amesteam Generator

Procter & Gamble announces the release of their new sound slide film, "Your Future Is Automatic," designed especially for the automatic laundry industry. This film is the first of its kind ever produced for exclusive use in the automatic field and is available for showings to state automatic laundry associations and other large customer meetings.

The theme of the film involves the proper application of several sound basic selling principles which will help the automatic laundryman to improve his methods of doing business. The proper handling of customers is discussed along with various advertising methods which may be used. The film also stresses the value of a stronger association to insure continued growth of their relatively new industry.

Bookings of the film for association meetings are being arranged by the Bulk Soap Sales Department of Procter & Gamble, Cincinnati 1, Ohio.



A new 600 hp. unit has been added to the line of Amesteam generators manufactured by Ames Iron Works, Inc. Twenty sizes are now available, from 10 to 600 hp., for pressures from 15 to 200 pounds steam and for firing with oil, gas or oil-gas combinations.

The photo shows a 600 hp. light oil-gas combination unit, connected for gas firing, for shipment to a large eastern railroad company.

The Amesteam generator is a fully automatic, self-contained unit, ready for operation when connected to customer's steam, water, fuel and electric lines, and to his breeching or stack.

A feature of the generator is the complete accessibility of all parts. The automatic controls are in an eye-level panel box on far side of unit. The davit-hinged burner head and flue cover greatly simplify inspection and servicing. The rear flue cover is also davit-hinged, as in the one-piece rear baffle, which saves many hours each time unit is opened for cleaning or inspection.

Complete prices or technical data may be obtained by writing Ames Iron Works, Inc., Box R-2, Oswego, N. Y.

Nicholson Steam Trap



A new Type D thermostatic bellows steam trap was recently added to the line of W. H. Nicholson & Company. This trap is smaller in size, capacity and price than other types made by this company, and is intended to meet the requirements of many applications for a smaller type.

It embodies several improved design features, including generous sized hexagon shanks to accommodate standard wrenches, for installing or removing bellows and valve, thus eliminating strain on the bellows element, rugged internal guide rod and tube for maintaining alignment of valve and seat, as well as removable hardened stainless steel valve.

It is made of bronze construction, sizes $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ ", in angle type only for pressure from vacuum to 200 lbs. Write to W. H. Nicholson & Company, Wilkes-Barre, Pa., for Bulletin No. 351.

New Literature Describes Anderson Purifiers

A new, illustrated folder on Anderson Hi-eF purifiers describes how these mechanical separators save money for virtually every type of plant by cleaning up steam, vapor, compressed air and gases by removing dirt, solids, moisture, and other residue.

Installation photos illustrate equipment arrangement and blueprint drawings show piping layouts. The drawings, selection tables, dimensions, capacities and prices are helpful to those planning installations of Hi-eF purifiers.

For copies of the folder write to the V. D. Anderson Company, 1935 West 96th Street, Cleveland 2, O.

LOCK OUT those TAG LOSSES!

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in Nine Bright, Beautiful Colors that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!



FOR SAMPLES AND NAME OF THE NEAREST PERMAFIBER JOBBER, WRITE

Permafiber Corporation

NEWS

from the

ALLIED TRADES

New Canadian Firm to Distribute Equipment and Supplies

Recently founded as a distributor of laundry and dry-cleaning equipment and supplies in Canada, Dalex Co. Limited, has opened offices in Montreal and Toronto.

The executive personnel of the new firm is made up of former employees of the Standard Chemical Company, Ltd., from which company Dalex has purchased its equipment operation. It was announced that Standard would continue to handle chemicals for the laundry and drycleaning industries, but that Dalex would also act as distributor for the Standard line of chemicals and supplies.

D'Arcy McConvey, president of the new company, was formerly assistant sales manager of the industrial chemicals di-

Stop watching those dollars go down the drain! If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing . . . insist on

MARKING TAGS made with *Permafiber* TAG STOCK

The last word in Laboratory-Engineered Tag Stock . . . Scientifically Formulated and Control-Tested to stand up under all Laundering and Cleaning conditions . . . dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals and solvents. The complete dependability of TAGS MADE OF PERMAFIBER STOCK saves wasted time in marking and sorting, and provides the nearest thing to an iron-clad guarantee that you will lose neither garments nor customers! Don't gamble with your profits; don't settle for less than the best when the best actually costs you less. Follow the leaders . . . test PERMAFIBER stock for yourself and you'll always specify —

TAGS MADE OF PERMAFIBER STOCK!

450 SEVENTH AVENUE • NEW YORK 1, N.Y.

Thornley, formerly assistant to side, and 6501 Durocher St., the vice-president of Standard, Montreal. It will soon move

At present, 95 percent of the into a building now under conf firm's business is in eastern struction at 1270 Castlefield Canada. Dalex now operates Ave., Toronto, with similar ar from 99 Vanderhoof Ave., Lea arrangements in Montreal.

Oakite Technical-Sales Conference

Field service representatives from the Canadian, Chicago, New England, New York and Philadelphia sales divisions of Oakite Products, Inc., manufacturers of specialized cleaning and allied materials, met in December for a series of technical-sales meetings at the Roosevelt Hotel in New York City. Featured at these meetings were reports from Oakite research chemists, service engineers and technicians on recent developments in cleaning and related procedures designed to assist industry in combating rising operating costs. Similar conferences held recently in Hollywood, Cal., and St. Louis were attended by representatives from the company's North Pacific coast, South Pacific coast, Southwestern and Milwaukee divisions, and from its Cleveland, Detroit, Midwestern, St. Louis and Southern sales territories, respectively.



NPA's Berl Joins Cissell



J. ELMER BERL

J. Elmer Berl is now associated with the W. M. Cissell Manufacturing Co., Inc., Louisville, Ky., and will represent the company on the Atlantic coast, it was announced.

For the past 30 years, Mr. Berl has been engaged in the manufacture of machinery and other commodities. He also has served as consultant to management in several different industries, including the laundry and drycleaning industry.

During World War II, Mr. Berl was chief of the Commercial Laundry and Drycleaning Machinery Section, War Production Board. With the advent of the Korean emergency, and at the request of industry and the Government, he returned to Washington to serve as chief of the Service Trades Equipment Branch, National Production Authority, U. S. Department of Commerce.

To mark the occasion, the company presented an engraved wrist watch to Mr. Aulen during ceremonies held at American's general offices in Cincinnati.

Mr. Aulen's career with American began in 1902 when he was employed as an office boy by one of the Cincinnati laundry machinery manufacturers which later merged to form the present company.

Prior to assuming his present duties as Southern division manager in 1929, Mr. Aulen was for 5 years assistant manager of that division.

His previous service included ten years as office manager and several years of successful selling in Kentucky, Tennessee and Northern Arkansas.

Hercules Personnel Changes

Dr. Raymond F. Schultz, technical director of the experiment station of Hercules Powder Company, Wilmington, Del., has been named special assistant to the director of research.

Dr. Peter VanWyck, presently associate technical director of the experiment station becomes station director.

Dr. Howard G. Tennent, manager, experiment station, will continue in that post.

William F. Koch, manager of sales in the Salt Lake City, Utah, office for the past 22 years, retired on December 31 after 38 years' service.

L. W. Ben Early, assistant manager since 1949, will succeed Mr. Koch as manager.

Frederick G. Huxster has been named manager of chemical operations for the explosives department of Hercules. Mr. Huxster will succeed J. Leroy Bennett who will retire early this year.

Mr. Huxster, a veteran of 30 years' service with Hercules, has been in executive posts at Hercules plants in Utah, Alabama, California, and New Jersey.

Volney R. Croswell, a veteran of nearly 41 years service, has retired. Manager of safety for three Hercules departments—naval stores, paper makers chemical, and synthetics—he has served in managerial capacity at five Hercules plants.

Jesse Gibson, one of the founders of the wood naval stores industry and a veteran of 37 years' service with Hercules, retired on December 31.

For the past 18 years, he has been in charge of sales and service in the foundry industry.

Marks 50 Years of Service



JOHN F. AULEN

John F. Aulen, Southern division manager for the American Laundry Machinery Co., recently observed the anniversary of his 50th year with the company.

PACKLESS METAL HOSE INC.
31-1 Winthrop Avenue • New Rochelle, New York

Milnor Delivers to Uncle Sam

Above picture shows six Corporation of New Orleans, truckloads of stainless steel washers and extractors, manufactured by the Pellerin Milnor Co., on their way to Uncle Sam to do their part for the national defense program.

Ott Heads Pennsalt Sales Research

All statistical and analytical functions pertaining to marketing in the Pennsylvania Salt Manufacturing Co., Philadelphia, have been combined into a newly organized sales research department, with E. M. Ott as manager, it was announced by William P. Drake, vice-president.

The department will explore markets for new products under consideration in the research and development division or the sales development department and will conduct studies associated with existing markets

and services. To make this work more effective, the sales analysis department becomes a section of the new department.

Mr. Ott formerly was manager of the security analysis department. The new department manager, a graduate of Drexel Institute of Technology, joined Pennsalt in November, 1940, and has been engaged in market research and chemical engineering. He served in the Chemical Warfare Service from January, 1942, to February, 1946, being separated from service as a captain.

Los Angeles Statler Hotel Laundry Equipped by Troy

One of the outstanding features of the new Los Angeles Statler Hotel is a streamlined laundry that can process 12 tons of washing per 8-hour day. Careful planning on the part of the Statler's laundry supervisor and staff in conjunction with their architects and consulting engineers, plus modern labor-saving equipment in-

stalled by Troy Laundry Machinery have produced one of the most efficient laundries in operation anywhere today.

The laundry is located in the basement of the Statler and covers an area of approximately 10,000 square feet, including the linen exchange room and manager's office. The washing section is divided into two

**Tell the Public the
TRUTH ABOUT
TRUCK TAXES!**

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**Powerful, Eye-
Arresting Truck
Decal Sign!**

**Yellow and Black—
Actual Size 12' x 16'**

**THIS TRUCK CARRIES A
TAX LOAD
\$2,368
WE PAVE OUR WAY!**

Here is Meyercord's contribution to a much needed wide-scale coordinated industry effort to answer *WITH FACTS* the tremendous press, magazine, radio and television campaign directed against the nation's truckers. This colorful Decal Truck Sign, displayed prominently on the rear of each truck you operate, tells everyone on the road *exactly what the truck contributes in taxes and license fees*. Individual numerals provide the correct tax figure for each truck. This new durable, easily applied Meyercord copyrighted decal sign will become standard on many thousands of trucks. Write for full information, low prices and suggestions for computing your truck tax load. Tax numerals can be changed yearly. Get the facts today.

For this—and all decal truck sign needs...pictorials, trademarks, lettering—write for prices and full information today.

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ON THE TRUCKS
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THE MEYERCORD CO.
World's Largest Decalomania Manufacturers

Dept. A-517, 5323 W. Lake St., Chicago 44, Illinois

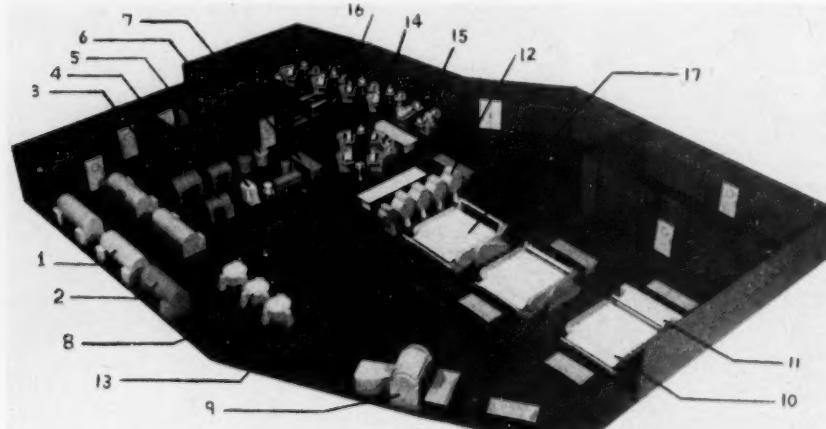
parts. One part handles regular hotel work such as sheets, pillow cases, bath towels, table cloths, napkins and other flatwork while the other handles guest work. Equipment in the regular hotel washing section consists of four 42" x 96" Troy Electromatic Slyde-Out washers, and one 42" x 84" washer. The hotel work soiled linen

sorting room is on a mezzanine floor directly over the washroom. Soiled linens are sorted directly into stainless steel chutes so that when the doors on the chutes are opened, soiled linens fall directly into the washers.

The washed linens are unloaded quickly and easily from the washers into the stainless steel removable containers of large centrifugal extractors. The containers are then lifted by electric hoist and conveyed via monorail to one of the three 54" Troy Olympic bottom-discharging extractors. In the extractors the wet linens are rotated at high speed for about ten minutes and the water content is reduced to 50%. The extracted linens are then belt-conveyed into a conditioning tumbler which shakes them out and prepares them for the finishing equipment, particularly the flatwork ironers.

Two Troy 120" eight-roll flatwork ironers finish all sheets, pillow cases, hand towels, table cloths and other flatwork at speeds exceeding 80 feet per minute. Both ironers are equipped with ventilating canopies to remove hot moisture-laden air from the laundry.

The guest section produces finished work on short notice.



1. Four 42 x 96" Electromatic Slyde-Out washers
2. 42 x 84" Electromatic Slyde-Out washer
3. 42 x 36" Electromanual washer
4. Two 36 x 36" washers
5. 30 x 18" Bantam washer
6. Two 30" Minute Man extractors
7. 20" Minute Man extractor
8. Three 54" Olympic washers
9. 72" shakeout tumbler
10. Two 120" 8-roll ironers
11. Fleximatic folder
12. Four 42 x 42" open end tumblers
13. Minute Man 36 x 30" tumbler
14. Two 2-girl shirt units
15. Coat press unit
16. Four apparel press units
17. 120" 8-roll ironer

Wyandotte Awards for 25 Years Service



Shown above are three of the four Wyandotte Chemicals representatives who recently received 25 year service watches. Left to right: W. B. Appleby, manager of the laundry and textile products department; Robert L. Reeves, general manager of sales who congratulated the 25 year men; Tom Jones, district sales manager, Atlanta, and E. M. Steadman, sales and service supervisor in Cincinnati. Mary K. Fallon (not present) of Wyandotte's

Boston district also received her award.

To date, Wyandotte Chemicals has awarded 1783 service watches, over 1,100 of them being worn by men and women in the active employ of the company. All watch winners were invited to this year's banquet which was attended by over 650 employees and which honored the four sales department representatives and 90 other plant and office personnel who received watches.

STORAGE FOR THE DRYCLEANER

A complete guide to storage vault installation and operation—18-page reprint from THE NATIONAL CLEANER & DYER tells and illustrates

HOW TO:

- build for low insurance rates
- control fumigation, temperature, humidity
- lay out racks, identify, keep records
- inspect furs received and prepare for delivery
- determine unit costs, break-even point, profits
- plan a vault-filling sales campaign

PRICE ONLY 50 CENTS

STARCHROOM LAUNDRY JOURNAL
304 East 45th Street
New York 17, N. Y.

Gentlemen:

Please send me my copy of STORAGE FOR THE DRYCLEANER. Enclosed please find my remittance for 50¢.

Name _____

Address _____

City _____ Zone _____ State _____

Carman Purchases Thomas



Photo shows the E. J. Thomas staff. Seated, left to right: John J. Reichert, Robert D. Gearhart, Miss Katherine C. Koetz, Charles B. Gingrich and Roger M. Kane. Standing, left to right: Mrs. Alice Knuckles, Miss Frances Parrish, Emmett Fuller, Ralph Schmidt, John Morgan, John Cahill and Mrs. Helen Murray

S. E. Moore, president of Carman & Co., Inc., Brooklyn, N. Y., and subsidiaries, has announced the purchase of the inventory, assets and goodwill of the E. J. Thomas Company of Columbus, O., and the opening of a new Carman branch division in that city.

Carman will operate the new branch under the name of E. J. Thomas Company, and will conduct the business from the same office and warehouse along substantially the same lines as it has been operated by the late E. J. Thomas. The entire E. J. Thomas sales force, office and warehouse personnel has agreed

to remain with Carman to extend the same service as rendered in the past.

Elected as officers of the E. J. Thomas Company were S. E. Moore, president and treasurer, Miss Katherine C. Koetz, vice-president and secretary, Charles B. Gingrich, vice-president and John J. Reichert, vice-president.

With the acquisition of the E. J. Thomas Company, Carman now has adequate office and warehouse facilities in Cleveland, Cincinnati and Columbus and a staff of eight sales representatives to provide blanket coverage and prompt service in Ohio.

Constructs New Plant

X. S. Smith, Inc. of Red Bank, N. J., is now constructing a new, modern plant on its present grounds which will double the present production capacity. According to X. S. Smith, president of the firm, improved machinery will be installed in the new building. The firm also announces immediate delivery of top quality, 12 lb. basis re-inforced Bulldog cotton laundry nets. This latest addition to the X. S. Smith line will give customers a complete line of high quality prod-

ucts manufactured under precise and modern manufacturing processes.

Further information and prices may be obtained by writing the manufacturer.

Beach Appoints Barrett



C. MALCOLM BARRETT

Beach Soap Company, Lawrence, Mass., has appointed C. Malcolm Barrett as its representative in upper New York state. Mr. Barrett has completed his training on the practical side of both commercial and institutional laundering and is well qualified to give technical service on washroom problems.

He lives at 71 East Main Street, Avon, N. Y., and will sell and service the company's line of soaps, White Cap Blue and Fluorium.

Wyandotte Promotes Baker



GEORGE H. BAKER

Election of George H. Baker as vice president in charge of the employee and public relations department of Wyandotte Chemicals Corporation was announced by Robert B. Semple, president.

Mr. Baker joined the nation-

wide chemical company in September, 1950, as director of employee and public relations following broad experience in the field of human relations in both industry and government.

A native Coloradan and graduate of Stanford University, Mr. Baker was a colonel during World War II, handling manpower and selective service work.

In 1945, Mr. Baker went to the Philippines as assistant financial advisor to the high commissioner.

Callaway Appointments



BRUCE C. TOMLINSON



F. J. DERSCH

R. D. Williams, Jr., president of Callaway Mills, Inc., announces the appointment of Bruce C. Tomlinson and F. J. Dersch as representatives for the Rockweave laundry textile department of the company.

Mr. Tomlinson was brought up in the family laundry industry in the Seattle area. He formerly owned and operated his own laundry in Hayward, Cal. He was associated in the sale of laundry and drycleaning machinery, in addition to representing various phases of a distributor line in northern



ULTRA-SOL

A high pH detergent that tops the list for colloidal action, wetting, emulsification, full buffering and saponification. This is an extra fine soap builder and suspending agent—ask for Ultra-SOL now!

Thompson-Hayward
Chemical Company

2915 Southwest Blvd., Kansas City, Mo.

EASY

To Operate
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KD simplified Pin Marking Systems solve the problem of accurate identification for hundreds of laundries. No complicated equipment needed. Ideally suited to reel, rack, or bin methods of sorting.

Accurate Net Identification
Automatic check on Overs & Shorts
Costs less to buy and keep up

Ask your jobber for these KD Products

• Net Pins	• Marking Pins
• Pin Carriers	• Overall Tags
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THE KEVES-DAVIS COMPANY
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110-14th St. - Battle Creek, Michigan

BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.



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LAUNDRY MACHINE CO.
TOLEDO, OHIO

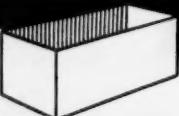
Simplify and Save with Pure Oil Industrial Lubricants



Write:

The Pure Oil Company, 35 E. Wacker Drive, Chicago 1, Illinois

Camelforms



CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the **Most economical** **Most practical** **Quickest set-up method** for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices. WRITE DEPT. A-1

Campbell

BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

PUT IT on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay ...

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries). Durably bound in heavy duck with leather covers. \$ 5.00

No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries). Board covers, marbleized binding. 1.00

LOOSE LEAF BINDER. 5.00

LOOSE LEAF SHEETS: 100. 2.50

ALL PRICES 250. 5.00

PREPAID 500. 9.00

1000. 15.00

Send orders with remittance to:

NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

California. He assumed his duties on December 1.

Mr. Dersch brings to the Callaway organization many years of sales and technical experience through his previous representation in the capacity of sales supervisor on the West coast. He joined Callaway Mills as of December 1, 1952.

Convention Calendar

National Institute of Rug Cleaning
Sherman Hotel
Chicago, Illinois
January 17-19, 1953

South Carolina Association of Launderers and Cleaners
Clemson House
Clemson, S. C.
January 21-22, 1953

Louisiana Laundry and Cleaners Association
Hotel Bentley
Alexandria, Louisiana
January 24-25, 1953

Pacific Northwest Launderers and Dry Cleaners
Mid-Winter Meeting
Washington Athletic Club
Seattle, Washington
January 31, 1953

AIL Young Men's Conference
Hotel Allerton
Cleveland, Ohio
February 11-12, 1953

New Jersey Laundry and Cleaning Institute
Essex House
Newark, New Jersey
February 12, 1953

National Institute of Cleaning & Dyeing
Cleveland Public Auditorium
Cleveland, Ohio
February 13-15, 1953

West Virginia Launderers and Dry Cleaners Association
Prichard Hotel
Huntington, W. Va.
March 5-7, 1953

Canadian Research Institute
Palliser Hotel
Calgary, Alberta
March 5-7, 1953

Georgia Launderers & Cleaners Association
Atlanta Biltmore Hotel
Atlanta, Georgia
March 18-19, 1953

Texas Laundry and Dry Cleaning Association
Baker Hotel
Dallas, Texas
March 19-21, 1953

Massachusetts Laundryowners' Association
Hotel Statler
Boston, Massachusetts
March 27-28, 1953

New York State Laundryowners Association
Hotel Syracuse
Syracuse, New York
April 9-11, 1953

Maryland-District of Columbia-Virginia
Laundryowners Association
The Greenbrier
White Sulphur Springs, W. Va.
April 13-14, 1953

Diaper Service Institute of America
Casablanca Hotel
Miami Beach, Florida
April 15-18, 1953

Mid-West Cleaners and Launderers
New Hotel Jefferson
St. Louis, Missouri
April 16-18, 1953

Linen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 19-22, 1953

Ohio Laundryowners Association
Bancroft Hotel
Springfield, Ohio
April 23-24, 1953

Laundry and Cleaners Allied Trades Assn.
Laundry and Dry Cleaners Machinery Manufacturers
Assn.
Hollywood Beach Hotel
Hollywood Beach, Florida
April 23-25, 1953

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 30-May 2, 1953

Laundryowners & Dry Cleaners Association
of Montana, Southern Alberta & Northern Wyoming
Helena, Montana
May 8-9, 1953

Oregon State Laundryowners Association
Medford, Oregon
May 21-23, 1953

American Institute of Laundering
Convention and Exhibit
Shrine Convention Hall
Los Angeles, California
October 9-11, 1953

BULLDOG LINE
Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC. RED BANK NEW JERSEY

Install **KEY-TAG CHECKING SYSTEM**
ASSURING
POSITIVE AUTOMATIC MECHANICAL CHECK

SAVE LABOR—ELIMINATE CLAIMS

...from
Breaking Table
to Delivery

**THE KEY-TAG
CHECKING SYSTEM CO.**
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12 WAYS BETTER

THIS 260-DENIER NYLON NET HAS EVERYTHING!

Guaranteed 260-Denier DuPont Nylon 2 x 2 mesh! cable-woven! Pre-shrunk! Wide open mesh! No extra charge for stripes! No-break sewing construction! Cable-woven selvage above and below pinning edge! Soft finish or hard finish! Easy loading! Better washes at less cost per wash! Every net uniform! Every step of controlled production from yarn to sewing in our own plant. Available in these sizes: 15 x 20, 18 x 30, 24 x 30, 24 x 36, 30 x 36, 30 x 40!

PLASTYLON® 260
100% DUPONT NYLON 260 DENIER NETS
CARSON TEXTILE CO., INC.
2415 S. WATER ST., PHILA. 48, PA.

*NOW, a Device that
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*Idle Time . . . Overtime
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The Servis Recorder shows every move your motor truck makes—when working and when standing, and how long—as shown on its chart (at left). Thus your motor truck writes its own story daily. You SEE all delays at a glance—and correct 'em! Save up to \$500 a year per truck. Over 100,000 trucks now equipped. Money-saving booklet free. The Service Recorder Co., 1375 Euclid Avenue, Cleveland 15, Ohio.

The Servis Recorder
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THE MARK RECORD SHEET

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks.

**Prevents duplication of marks;
Avoids mixup of garments;
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Used in any marking system;
Precludes thievery.**

Used for years by hundreds of laundries

SAMPLES FREE

**(All shipments C.O.D. unless check
accompanies order)**

**Price, per thousand \$7.50
5000 or more, per thousand, \$6.50**

**STARCHROOM
LAUNDRY JOURNAL**
304 East 45th Street
New York 17, N. Y.

Obituaries

Alfred A. Vaughan, 89, who founded the Puritan Laundry, Toronto, Canada, in 1889, died on November 28. A native of England, he had retained the office of president although he retired from active business some years ago. He was one of the organizers of the Toronto Laundry Owners' Exchange, and was a member of St. George's Lodge, A. F. & A. M., the Granite Club and the Board of Trade. He is survived by one daughter.

Henry Victor Milla, 53, owner and operator of the New Method Cleaners and Launderers of Delaware, Ohio, died on November 21 in Columbus following a two-month illness. A World War I veteran, he served in the Italian Merchant Marine for 10 years before coming to this country. He was a member of the Elks Lodge and the Lions Club. Surviving are his wife, a son and a daughter.

William Langolf, 84, former owner of a laundry at 1822 Cleveland Blvd., Granite City, Ill., died on November 20. Survivors include his wife, a daughter, a sister and a grandchild.

John V. Apel, 67, former part owner of the New Method Laundry in Cleveland, died on December 8. He was a member of Masonic Lodge No. 618 and the Al Sirat Grotto. He is survived by his wife, three daughters and four grandchildren.

W. Roy Halsey, 66, founder and former president of the Mamaroneck (N. Y.) Individual Laundry, died on December 12. He was a past president of the Westchester Laundry Board of Trade, the Lions Club, and was a junior navigator of the Westchester Power Squadrons. Surviving are his wife and a son.

Giuseppe Brenna, 71, operator of the Home Laundry, Trenton, N. J., since 1924, died on November 23. One of the founders of the Old Guard Club, he was born in Italy and had made his home here for 50 years. He is survived by two sons, two daughters, two brothers, two sisters and three grandchildren.

John H. Milton, 75, president of the United Laundry Co., Louisville, Ky., for nearly 20 years, died on November 30.

Harold Morgan, of the Morgan Brothers Laundry, Westmont, N. J., died recently.

L. Vernon Eldredge, owner of the Acme Laundry, Chatham, Mass., died recently. He had been a member of the Massachusetts Laundryowners' Association for many years.

Ed Purkett, president of the Purkett Manufacturing Company, Joplin, Mo., died on December 4 following a brief illness. He was a pioneer in the laundry business as well as the equipment manufacturing industry. He had been connected with the laundry business since 1905 when he went to work as a teenager in his father's laundry business in Joplin. Creator of the well-known conditioning tumbler, he started in the equipment business in 1932 but maintained his interest in the Purkett Laundry, which has been managed by his nephew, Roy Purkett.

Coke Mann Tinsley, 66, a retired laundry owner, died in Palm Beach, Fla., on December 12 after an extended illness. He was a member of the Northwood Methodist Church. Survivors include four sons and three daughters.

Julius Henenberg, sales representative for the Dallas Tailor & Laundry Supply Company, Inc., Dallas, Texas, died recently. He had covered the eastern Texas and Louisiana territory.

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Here's a profit-wise peddler; he picks his corner, not for crowds but for customers. His business is *specialized*. Like yours.

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What's more . . . look at the ads. It may be news to you, but advertisers are spending over \$300,000,000 this

year to report on their products and services in specialized business papers. Your share of that investment is here, in the pages of this paper of yours. Nowhere else can you find such a complete and factual source of everything you need. Time saver? It can be a job saver, a profit saver, a life saver! Read it thoroughly—cover to cover . . . and put it to work!

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special laundryowners

For the progressive laundryowner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

STARCHROOM LAUNDRY JOURNAL

FIRST IN THE LAUNDRY INDUSTRY SINCE 1894

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS, 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—**WHERE DO YOU WISH TO LOCATE?** RICHARD J. MULLER—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-3016. 4646-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL**, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3391.

For Sale: Laundry and drycleaning plant, north central California. New block. Building 45' x 120' in business district. All equipment like new, three Monel washers, four roll American flatwork ironer. Prosperity cleaning unit less than two years old. Well established business operated by same owner for thirty years who now wishes to retire. Excellent opportunity. Annual gross receipts \$100,000 and growing. **ADDRESS:** Box 9848, STARCHROOM LAUNDRY JOURNAL. -2

FAMILY LAUNDRY AND DRYCLEANING PLANT in Hudson County, New Jersey. Established since 1920. Will sell whole plant or just good will. Doing a weekly volume of \$5,500. **ADDRESS:** Box 131, STARCHROOM LAUNDRY JOURNAL. -2

MODERN LAUNDRY complete and operating profitably in stable Florida city with or without real estate. **EDWARD DWELLE, JR., REALTOR**, Jacksonville, Florida. 132-2

Laundry with drycleaning and rug cleaning facility in growing Southern city. Owner may have to re-enter service. Details well worth writing for. **ADDRESS:** Box 134, STARCHROOM LAUNDRY JOURNAL. -2

Highly successful, well-established modern laundry located in Baltimore. Doing capacity business. Completely equipped. Net \$15,000-\$20,000 yearly. Excellent location and lease. Price: \$45,000, 1/3 down. Contact R. Lillien, 5807 Greenspring Ave., Baltimore 9, Maryland. Phone: Mohawk 6571. 135-2

Modern-equipped laundry in Oklahoma, doing over \$50,000 annually, good labor supply, college town. Price \$20,000, terms can be arranged. **ADDRESS:** Box 136, STARCHROOM LAUNDRY JOURNAL. -2

Laundry-drycleaning plant located near military base in Louisiana. Volume over \$120,000 yearly. Two routes. All modern equipment. Price \$55,000, 1/4 down, long lease on building. **ADDRESS:** Box 137, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE—Modern laundry and drycleaning plant in Midwest. Building and equipment new since 1946. Doing \$135,000, annual business. See, investigate and make an offer. Anything reasonable will be considered. Doctor says quit. Interview open to reliable party by appointment. **ADDRESS:** Box 158, STARCHROOM LAUNDRY JOURNAL. -2

Old-established laundry plant in Northeastern, Pa. All new equipment. Volume \$75,000 in 1951. Two routes and two cash-and-carry stores. 40% business cash-and-carry. Reply: Box 160, STARCHROOM LAUNDRY JOURNAL.

LAUNDRY AND DRYCLEANING plant for sale. Midwest. Well-established, profitable business, 6 routes and two call offices. Equipment excellent condition. For past six years the average net profit after Federal Income Taxes plus executive salary has been \$32,000 per year. Building available on long term lease, reasonable rent. Priced to sell at \$80,000, one-half cash. Write: Box 186, STARCHROOM LAUNDRY JOURNAL. -2

Retiring owner will give fine deal to two younger men in a fine southern California laundry plant, doing over \$300,000 per year. \$30,000 down required, balance 10 years. **ADDRESS:** Box 9967, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED — PLANTS — ALL KINDS — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4324-1

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 2627-27

MISCELLANEOUS

LAUNDRY LISTS—4 1/4 x 11" white 16 pound bond, black ink, padded, 25,000 freight prepaid \$50.00, shipment within 10 days, samples sent on request. Same list on colored bond 15 cents per thousand extra; three line imprint allowed. Reasonable prices on your present list, send samples for quotation. Send cash, check, money order or we ship C.O.D. Myers & Stokes Printing Company, 122 N. Water St., Plymouth, Indiana. 9991-8

SITUATIONS WANTED

Twenty-years experience operating modern laundry-cleaning plant in all departments. OMI graduate with college background. Well informed on latest techniques. Salary can be based on performance. Married. Good recommendation. **ADDRESS:** Box 153, STARCHROOM LAUNDRY JOURNAL. -5

Present United States Army "Laundry and Drycleaning Specialist" for Military District of Washington, Ft. Myer, Va. Drafted discharge **2 MARCH 1953**. Past active superintendent and consultant "Servite" Chemische Wascherei, Bern, Switzerland. (See article: "Yankee in Switzerland," February 1951 issue, The National Cleaner & Dyer). **INTERESTED IN FOREIGN OR AMERICAN SPECIALIZED POSITION**, drycleaning and/or laundry, rug cleaning, fur cleaning and cold storage. **TEN YEARS EXPERIENCE, KNOWLEDGE AND TRAINING** consisting of: (1) construction, organization, plant layout, maintenance, personnel supervisory; (2) incentive plant, job breakdown, administration and sales progress. Graduate NICD, member AIL, especially realistic to quality, practical to production in European and American technique. **ADDRESS:** Box 167, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY SUPERINTENDENT—Married, veteran, 39 years old. Over 20 years' experience, all phases of laundry industry, capable of assuming full responsibility. Presently employed in one of the largest laundries in New York City. Desirous of making change with opportunity for advancement. Willing to relocate. Best of references. **ADDRESS:** Box 9999, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

SUPERINTENDENT for medium-large family plant. Must be accustomed to top quality production and be able to take full production responsibility. Excellent opportunity and future for qualified man. Model Laundry Cleaner, P. O. Box 198, Memphis 1, Tenn. 143-7

Wanted—practical man with intimate knowledge of all phases of laundry production and capable of directing maintenance. An excellent position for the right man. **CANTON LAUNDRY AND CLEANING COMPANY**, 319—9th St., S. W. Canton 11, Ohio. 185-7

SALESMEN and REPRESENTATIVES

JOBBERS:—Sell MARCO BREAK BOOSTER. Added to metasilicate in the break, it removes grime, grease and soil which neither soap nor alkali remove. Thus WHITER CLOTHES. Sell trial size 5 gallon pail \$7.10; repeat 55 gal. drum orders will follow. **M & M CHEMICAL CO., WILLIAMS MANTIC, CONN.** 9987-14

REPRESENTATIVE WANTED: Manufacturer of standard and custom made floor trucks desires exclusive representation in many areas throughout the U. S. Commission arrangement wanted with top quality distributors and representatives. **WRITE: Box 130, STARCHROOM LAUNDRY JOURNAL.**

DUE TO EXPANSION—One salesman to live in Knoxville, Tennessee, one salesman to live in Nashville, Tennessee, one salesman to live in Louisville, Kentucky; one salesman to live in Atlanta, Georgia. Openings for salesmen to sell laundries and drycleaners complete line of supplies and equipment. Salary—commission—expenses—bonus. Established territories. Well-established company. Men should have had laundry or drycleaning experience—sober and industrious. Write fully past experience. **ADDRESS: Box 169, STARCHROOM LAUNDRY JOURNAL.** -14

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. RONSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-38

A KNOCKOUT BLOW FOR POLIO



The conquest of polio is near, research scientists report. But as hope for a cure grows, so does the impact of the disease. In 1952 polio struck with record force for the fifth year.

With March of Dimes funds the National Foundation for Infantile Paralysis provides treatment for victims, trains therapists and finances research.

Contribute to the

MARCH OF DIMES

January 2-31, 1953

POWER PLANT EQUIPMENT FOR SALE

54 x 126 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

12,000 gallon water heater and storage tank. Excellent condition. **ADDRESS: Box 149, STARCHROOM LAUNDRY JOURNAL.** -36

Heat exchanger, Patterson-Kelley, 3,000 gallons per hour capacity. **ADDRESS: Box 151, STARCHROOM LAUNDRY JOURNAL.** -36

FOR SALE: One 40 H.P. oil-fired, package type, steam generator, used less than three years, replaced by a large boiler. Has been reconditioned throughout with new tubes and new controls. We will guarantee this unit in every respect. All motors are 220 volt, 3 phase. This unit is complete and ready to go. Must be seen to be appreciated. **CONTACT: Plymouth Dairy, 112 West Washington St., Plymouth, Ind.** 184-36

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9873-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS: Box 9879, STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. ADDRESS: Box 9972, STARCHROOM LAUNDRY JOURNAL. -3

Wanted—One Lang lister in good usable condition. Give full information in first letter. Williams Laundry Co., White River Junction, Vermont. 189-3

MACHINERY FOR SALE

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y.** 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

For Laundry and Drycleaning Machinery try the Keel Company, 7889 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 4755-4

COLLAR FINISHING UNIT, consisting of **AMERICAN ZARMO** Press, Seam Dampener, Shaper and Edger. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y.** 5004-4

1—24 x 36" American Raytex M.D. washer, \$300; **1—American 24" handkerchief ironer**, \$100; **3-frame American Schramm dryroom**, \$250; **Tiltor bosom press**, \$100; **Huebsch handkerchief fluffer**, \$50; **Cissell rotary sock form**, \$100; **Prosperity shirt yoke #821, \$75**; **5—Zarmoette presses**, \$75 each; **Pantex K41 hot head**, \$100; **17" American Monex**, \$300; **5—tumblers Air-way and Air-craft with 3 superior lint traps**, \$300 for the lot; **Poland handkerchief ironer 16 x 64" single chest**, \$200. All above equipment 220 volt, 60 cycle, 3 phase at **SUBURBAN LAUNDRY, 53 William St., White Plains, N. Y.** 191-4

MACHINERY FOR SALE (Cont'd)

AMERICAN direct motor driven and belt driven 48" **HUMATIC EXTRACTORS**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

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4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEED. **CUMMINGS-LANDAU Laundry Machinery Co.**, Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" **ROBOT** two pocket two door all stainless steel motor driven washer with automatic washman; 2—Used 42 x 96" Ellis motor driven all Monel washers; 1—Used 42 x 84" American Norwood all Monel motor driven washer; 1—Used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9628-4

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10 NATIONAL MARKING MACHINES, BOTH HAND AND POWER OPERATED, 8 to 16 CHARACTERS. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9750-4

6—44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines, 1—American 4 roll 120" chest type flatwork ironer. Priced to sell. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7743. 9669-4

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PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

MACHINERY FOR SALE (Cont'd)

25 AMERICAN CLIP SYSTEM IDENTIFICATION UNITS, CONSISTING OF CLIP DETACHING AND CLIP ATTACHING MACHINE AS WELL AS NECESSARY CLIPS, AIR OPERATED, IN EXCELLENT CONDITION. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9751-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

6 MOTOR DRIVEN BUTTON SEWING MACHINES, 8 MOTOR DRIVEN DARNING AND MENDING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9946-4

MONEL METAL WASHERS—AMERICAN MASTER CASCADE, 1 COMPARTMENT, 1 DOOR MOTOR DRIVEN, 48 x 34"; 34 x 34"; 28 x 48"; 24 x 36"; 24 x 24"; 42 x 72"; 2 COMPARTMENT 2 DOOR REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9947-4

4 MONEL AND COPPER, VARIOUS SIZE, STARCH COOKERS, 10 TRINOR AND FAIRBANKS SCALES, 50 TO 100 POUNDS CAPACITY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9948-4

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KING WILLIAM'S SPECIALS—American Tiltor shirt unit and Prosperity 2-girl and 4-girl units; also 51" apparel presses, 54" coal presses and mushroom presses, rebuilt, like new, guaranteed for one year. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, N. Y. 179-4

KING WILLIAM'S SPECIALS—American Notrux 50" extractor, 3 sets of containers, also electric hoist and trolley, 220 volts, 3 phase, 60 cycle, rebuilt, equal to new, guaranteed for one year. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, N. Y. 180-4

KING WILLIAM'S SPECIALS—American Norwood Cascade Monel metal washer, 36 x 54", 2 pockets, 2 doors, also 24 x 36" and 24 x 24", one pocket, one door; also American Champion Hylo Monel metal washer, 42 x 36", 3 pocket, rebuilt, equal to new, one year guarantee, at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, N. Y. 181-4

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